



Irvin at large

By ROBERT W. IRVIN

It's still fun, says Estes

Is the auto business still fun? Sure it is, says General Motors President Pete Estes.

Estes still has unbridled enthusiasm for the auto business despite the industry's many troubles, as witnessed by GM's record \$567 million quarterly loss reported last week.

His predecessor as GM president, Edward N. Cole, also was noted for his enthusiasm. But by the time he retired in 1974, Cole was saying that the auto business was no longer fun and, in fact, if he had it to do over again he would find some other line of work.

Not so in the case of Estes who says he would do it all again. "I never had a job I disliked, and I wish I was starting all over again," Estes said.

"In the next five years you guys are going to see more exciting things than in all of the last 20 years," he added.

Estes retires in January after reaching the age of 65, winding up a GM career which began in 1934 when he was a student at the General Motors Institute in Flint.

As for his six years as GM president, he said "I've had a lot of fun in that job. You get frustrated sometimes, but not much."

Estes, an engineer by training, as was Cole, doesn't have much time to spend on engineering. "If you do this job right you spend only about 20 percent of

your time on the product," he said.

And when he talks about getting involved in the product, this often means going to the various assembly and manufacturing plants.

"I have a pattern," he said. "At the start of the model year, I visit all the assembly plants building new cars," he said. "This year it was all the intermediate car plants and the home plants (of Buick, Olds and Pontiac). And if there is some new manufacturing product, I go to those plants."

• "This time it's been Delco Electronics and Rochester Products because of the new engine controls," he said.

"Anybody who has this job has to get out and get first-hand information, and you have to motivate the people right on the spot, especially when the going is tough like it is now," he said.

His successor, F. James McDonald, can be expected to do just that. He is a manufacturing engineer by training and is obviously right at home in GM plants.

Another part of the business Estes always tried to be close to was the dealer body.

"Whenever I travel to a city for any reason, I have a dealer meeting," he said. "You give them a chance to ask questions."

"Those are the kinds of things

Continued on Page 52, Col. 3

Several auto dealers running for Congress

The auto industry, an important part of the economic policy discussions in this year's Presidential campaign, also is playing an important role in a number of Congressional races.

There are the obvious cases where constituents, because they are part of an "auto area," have been hurt economically by the downturn, and the less obvious cases where constituents may be influenced at the polls by the performance of their Congressmen in the Chrysler Corp. loan guarantee quest.

There are also some districts where the auto industry is truly

involved on a grass roots level because a local auto dealer has decided to run for Congress.

In fact, there are two incumbents from the 96th Congress who are seeking re-election tomorrow (Nov. 4). The incumbents are William Lehman, a Democrat from the 13th District in Florida, and Gene Taylor, a Republican from the 7th District in Missouri.

Taylor is a former Ford dealer; Lehman has a North Dade county Buick franchise.

Also in Missouri in the 8th Congressional District, Wendell Bailey is running for an open seat as a Republican. Bailey owns Wendell Bailey Auto Co., Willow Springs, with Pontiac, GMC Truck, AMC and Jeep franchises.

In the 3rd Congressional District in Michigan, Chevrolet-Pontiac-Cadillac-Datsun dealer and local businessman Jim Gilmore is running as a Republican against incumbent Howard Wolpe. Gilmore has a number of business ventures, including a racing partnership with A. J. Foyt.

In the 3rd Congressional District of Wisconsin, Steve Gunderson, whose father is the Chevrolet dealer in Osseo, is running for election as a Republican against the incumbent Alvin Baldus.

—EDWARD LAPHAM

NEW-CAR MARKET SHARES IN U. S.

	AUGUST					EIGHT MONTHS				
	Regis., Aug., 1980	Percent Share of Market	Regis., Aug., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79	Regis., 8 mos., 1980	Percent Share of Market	Regis., 8 mos., 1979	Percent Share of Market	Pct. Pt. Change '80 vs. '79
Chevrolet.....	138,781	19.72	191,842	21.78	- 2.06	1,169,356	19.92	1,441,926	20.46	- 0.54
Ford.....	69,529	9.88	115,419	13.10	- 3.22	718,916	12.24	1,018,173	14.45	- 2.21
Oldsmobile.....	67,377	9.57	84,987	9.65	- 0.07	528,538	9.00	635,401	9.02	- 0.02
Buick.....	60,835	8.64	62,151	7.06	+ 1.58	454,247	7.74	456,973	6.49	+ 1.25
Pontiac.....	50,935	7.24	70,923	8.05	- 0.81	405,361	6.90	535,942	7.61	- 0.71
Dodge.....	21,099	3.00	30,335	3.45	- 0.45	161,837	2.76	258,690	3.67	- 0.91
Mercury.....	20,527	2.91	41,100	4.67	- 1.76	215,241	3.67	345,968	4.91	- 1.24
Plymouth.....	19,378	2.75	24,857	2.82	- 0.07	150,466	2.56	251,188	3.28	- 0.72
Cadillac.....	15,494	2.20	23,089	2.62	- 0.42	139,372	2.37	201,278	2.86	- 0.49
AMC.....	10,585	1.50	21,343	2.42	- 0.92	90,264	1.54	155,694	2.21	- 0.67
Chrysler.....	9,292	1.32	11,010	1.25	+ 0.07	99,628	1.70	97,043	1.38	+ 0.32
Lincoln.....	5,010	0.71	8,354	0.95	- 0.24	49,602	0.84	85,277	1.21	- 0.37
GENERAL MOTORS.....	333,422	47.37	432,992	49.16	- 1.79	2,696,874	45.93	3,271,520	46.43	- 0.50
FORD MOTOR CO.....	95,066	13.50	164,873	18.72	- 5.52	983,759	16.75	1,449,418	20.57	- 3.83
CHRYSLER CORP.....	51,062	7.25	76,535	8.69	- 1.44	402,567	6.86	645,572	9.16	- 2.30
AMERICAN MOTORS.....	9,292	1.32	11,010	1.25	+ 0.07	99,628	1.70	97,043	1.38	+ 0.32
IMPORTS.....	214,742	30.51	194,849	22.12	+ 8.39	1,686,030	28.72	1,579,227	22.41	+ 6.31
MISCELLANEOUS.....	339	0.05	494	0.06	- 0.01	2,350	0.04	3,245	0.05	- 0.01
TOTAL.....	703,923		880,753			5,871,206		7,046,025		

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma, delayed for Washington.

Automotive News analysis of new-car registrations based on R. L. Polk statistical report. Registrations not available for Oklahoma, delayed for Washington.

Despite import record for August

U. S. new-car registrations dive

By Richard A. Wright
Assistant Managing Editor

U. S. new-car registrations in August were lowest for that month since 1970, but they included a record total of imports, according to figures compiled by R. L. Polk & Co.

New-car registrations in August totaled 703,923, down 20.08 percent from 880,753 a year earlier.

It was the lowest August count since 1970, when 683,151 new cars were registered. Record for August is 1,060,588, set in 1978.

After several months of running just below last year's lev-

els, import registrations resumed their record-shattering ways in August. The import total was 214,742, up 10.21 percent from 194,849 a year earlier.

Registrations of new U. S.-built cars totaled 489,181 in August, down 28.68 percent from 685,904 a year earlier.

Import penetration of the new-car market in August was a record 30.51 percent, topping the former any-month high mark of 30.12 percent in July. A year earlier, imports accounted for 22.12 percent of August registrations.

For the first eight months of

1980, new-car registrations totaled 5,871,206, down 16.67 percent from 7,046,025 last year.

Of the U. S. corporate makers, only American Motors was able to increase its share of the market compared with August last year against the import onslaught. AMC accounted for 1.32 percent of August registrations, up 0.07 of a percentage point from a year earlier.

Biggest loser was Ford Motor Co., which saw its share drop 5.52 points to 13.50 percent of August registrations. General Motors dipped 1.79 percent to 47.47 percent and Chrysler Corp.

Continued on Page 55, Col. 2

Four new-car outlets take on franchises

U. C. brokers invade dealers' lots

By Jenny L. King
Staff Writer

The American obsession with consumerism—with getting top quality at bargain prices and in quietly insisting manufacturers and business people are out to defraud the public—is changing the face of today's new-car dealership, to the delight of National Autofinders, Inc.

This Wichita-based franchise company, which sets up used-car broker operations around the country, recently crashed the gates of dealership tradition, establishing broker franchises in four Dallas dealerships this fall, with others in Houston, Atlanta and Austin, Tex., in the offing.

National Autofinders claims 30 franchises and a number of private investments in "territories" around the country and in Canada, all gained in less than three years' time.

Convincing the four Dallas dealers to overcome old doubts about brokers took months.

"We began talking with them last March," said Ray Graham, National Autofinders director of franchise sales. "Broker used to mean a new-car broker who would locate specific vehicles for the dealer, drop them off and not be seen again. That is not the way this operation works. Our brokers put buyers and sellers in touch with each other."

The current recession provided a stimulus. Dealers are looking for new sources of profit, and National Autofinders methods hold out that promise to them, in commissions on sales brokered and increased dealership traffic.

"Yes, I was a bit apprehensive at first," said Bobby Delmart,

used-car sales manager at Rick Middlekauff Ford in North Dallas. "But I'm convinced this can be developed into a good money-maker for the dealership and I'm going to give it my best effort."

"This could become the Century 21 of the used-car business," said another used-car

TOP CARS

U. S. new-car registrations for the first eight months of 1980. Registrations not available for Oklahoma; August registrations delayed for Washington.

1980 Pos.	Make	1979 Pos.
1—1,169,356	Chevrolet	1,441,926—1
2—718,916	Ford	1,018,173—2
3—528,538	Oldsmobile	635,401—3
4—454,247	Buick	456,973—5
5—405,361	Pontiac	535,942—4
6—394,571	Toyota	305,431—7
7—356,085	Datsun	284,410—8
8—232,704	Honda	229,243—11
9—215,241	Mercury	345,968—6
10—172,303	VW	204,334—12
11—161,837	Dodge	258,690—9
12—150,466	Plymouth	231,188—10
13—139,372	Cadillac	201,278—13
14—101,445	Mazda	92,565—16
15—99,628	AMC	97,043—15
16—90,264	Chrysler	155,694—14
17—80,321	Subaru	67,242—18
18—49,602	Lincoln	85,277—17
19—46,313	Fiesta	53,770—19
20—41,414	Arrow	—
21—37,781	Colt	44,091—20
22—34,137	Volvo	35,850—22
—	Fiat	42,353—21
1,686,030	Other Imports	1,579,227
2,350	Misc. Dom.	3,245
5,871,176	Total All Makes	7,046,025

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Copyright, 1980, Automotive News

sales manager.

"We think this service will increase revenue in all departments of a dealership," said Graham. "For example, if a seller who lists his car with National Autofinders needs to have some work done on it to improve his chances of selling it for the price he wants, he can put it into the dealer's service area or body shop."

"Getting people in to list their used cars exposes them to both the other used cars on the lot plus the new cars at the dealership, and may result in a sale for the dealer as well as his prearranged commission if he brokers the sale of the original used vehicle," said Graham.

• Under the Autofinders plan, the seller lists his vehicle for 30 days with a franchised broker for \$25. The broker fee is most often determined at the time of listing—usually between \$100 and \$300 but sometimes up to \$1,000 depending on the price tag of the car for sale and the contract arrangements.

The broker advertises his list of used cars and puts potential buyers in touch with title holders. Buyer and seller determine the actual sale price and exchange money for title.

The broker is trained by National Autofinders to appraise the car, to inspect the title and see that the buyer's check clears or that he presents a cashier's check in payment. He is also trained in promotion techniques. Dealers seemed a natural market to the Autofinders staff.

Bob Paine, used-car sales manager at Larry Lange Pontiac-Cadillac, McKinney, Tex.,

Continued on Page 52, Col. 1

index

Auction reports	42
Classified advertising	43
Editorial page	12
Personnel	8, 9, 49
Production by makes	56
Registrations, car, truck ..	3, 55
Truck highlights	8

56th year—No. 4834

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 805 E. Jefferson Avenue, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.



Plaque for Stamey

C. A. Stamey, left, Stamey Chevrolet Co., Cleveland, Ga., displays his 25-year award plaque presented by M. Z. Young, southeast regional manager for Chevrolet.

\$595 million loss at Ford a record for auto industry

Continued from Page 2

from 1,176,390 last year. For the January-September period, factory sales were off 30.2 percent at 3,267,406 from 4,683,601 in 1979.

In the U. S. and Canada, third-quarter factory sales fell 68.5 percent to 483,158 from 704,732 last year. The nine-month tally dropped 40.5 percent to 1,741,586 from 2,927,782.

Although Ford's third-quarter loss was the largest three-month loss ever incurred by an auto company and the second largest in U. S. industrial history, behind U. S. Steel Corp.'s October-December, 1979, loss of \$668.9 million, it was still about \$100 million less than some Wall Street analysts had forecasted.

These analysts generally agree Ford's fourth quarter will improve over the July-September period, traditionally the weakest financial quarter for auto makers because of change-over schedules. They expect Ford to report losses in excess of \$350 million, however.

Chrysler loses \$490 million in 3rd quarter

Continued from Page 2

working capital of \$110.9 million. For the first nine months last year, Chrysler's working capital decreased by \$720.4 million.

Chrysler's current assets to current liabilities ratio at Sept. 30 was 1.07 to one, compared with 1.22 to one at June 30 and 0.97 to one on Dec. 31.

For the third quarter, Chrysler listed depreciation at \$73.7 million compared with \$40.7 million last year. For the first nine months, depreciation was \$199.1 million compared with \$125.1 million.

Amortization of special tools was \$70.6 million in the July-September period compared with \$50.7 million in the comparable 1979 period. For the three quarters, amortization was \$200 million compared with \$151.9 million in 1979.

Worldwide vehicle sales for the third quarter fell 28.3 percent to 253,000 from 353,000 in 1979. For the nine-month period, unit sales were off 34.3 percent at 881,000 compared with worldwide sales of 1,340,000 in 1979.

Despite import record for August

U. S. new-car registrations dive

Continued from Page 3

was off 1.44 points to 7.25 percent.

Miscellaneous domestic lines accounted for 0.05 percent, off 0.01 of a percentage point.

Big winner was, of course, the imports, which took 30.51 percent of August registrations, up 8.39 points from a year earlier.

Excluding imports, domestic-only registrations in August were divided this way: GM, 68.16 percent; Ford Motor Co., 19.43 percent; Chrysler Corp., 10.44 percent; AMC, 1.90 per-

cent, and miscellaneous, 0.07 percent.

A year earlier, domestic only registrations were divided as follows: GM, 63.13 percent; Ford Motor Co., 24.04 percent; Chrysler Corp., 11.16 percent; AMC, 1.60 percent, and miscellaneous, 0.07 percent.

By size segments, only subcompacts managed to improve their market share among domestic cars. Subcompacts accounted for 13.28 percent of August registrations, up 2.63 points.

Standards suffered the biggest loss, down 5.59 points to 10.77 percent of the market. Also down were intermediates, off 1.88 points to 21.51 percent; compacts, down 2.28 points to 19.68 percent, and luxury cars, off 0.39 of a point to 4.25 percent.

Registrations by size class in August were: Subcompact, 93,483; compact, 138,546; intermediate, 151,385; standard, 75,810; luxury, 29,957, and imports, 214,742.

The top 20 domestic name-

plates in registrations during August were:

1—Chevrolet Citation	31,415
2—Chevrolet Chevette	28,385
3—Olds Cutlass Supreme	22,910
4—Chevrolet Malibu	21,596
5—Standard Chevrolet	18,456
6—Buick Regal	17,233
7—Standard Oldsmobile	17,086
8—Oldsmobile Cutlass	16,448
9—Ford Fairmont	16,170
10—Ford Mustang	16,160
11—Buick Skylark	14,791
12—Chevrolet Monza	13,488
13—Chevrolet Monte Carlo	12,677
14—Standard Buick	12,645
15—Buick Century	12,235
16—Plymouth Horizon	12,049
17—Ford Pinto	11,788
18—Pontiac Sunbird	11,690
19—Standard Ford	10,425
20—Chevrolet Camaro	9,801

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
AUGUST, '80 VS. AUGUST, '79

	1980 August	1979 Year	1980 August	1979 Year
AMX Spirit/AMX	3,485	35,394	4,088	33,300
Concord	2,764	33,596	5,102	46,193
Concord Station Wagon	804	9,630	1,188	10,731
Eagle 4 WD	1,009	7,959		
Eagle Station Wagon	1,080	11,076		
Pacer	47	606	174	2,078
Pacer Station Wagon	103	1,367	437	4,259
Matador			16	346
Matador Station Wagon			5	136

Total American Motors Corp.	9,292	99,628	11,010	97,043
Chrysler LeBaron	4,100	35,282	7,339	55,976
LeBaron Station Wagon	658	5,494	1,171	9,225
Cordoba	3,500	28,964	4,513	33,113
Newport	1,100	8,555	5,228	37,395
New Yorker	1,227	11,969	3,092	19,985
Total	10,585	90,264	21,343	155,694

Plymouth Horizon	12,049	85,697	8,751	106,695
Voyager			947	6,726
Volare	4,838	44,831	11,261	86,962
Volare Station Wagon	1,323	10,410	3,717	27,626
Fury			171	3,041
Fury Station Wagon			10	138
Gran Fury	1,168	9,528		
Total	19,378	150,466	24,857	231,188

Dodge Omni	9,731	70,436	8,035	90,837
Aspen	4,192	34,223	8,307	58,601
Aspen Station Wagon	1,082	7,861	2,798	20,835
Sportsman			2,424	21,373
Monaco			156	2,894
Monaco Station Wagon			9	108
Diplomat	2,170	17,234	3,612	26,575
Diplomat Station Wagon	318	2,963	515	4,397
Magnum XE/Mirada	2,122	17,750	1,937	14,810
St. Regis	1,484	11,368	2,542	18,260
Total	21,099	161,837	30,335	258,690

Total Chrysler Corp.	51,062	402,567	76,535	645,572
----------------------	--------	---------	--------	---------

Ford Pinto	9,055	82,622	9,916	94,977
Pinto Station Wagon	2,733	22,682	3,740	38,284
Fairmont	11,121	146,548	21,344	165,266
Fairmont Station Wagon	5,049	52,325	6,612	57,344
Granada	6,373	52,506	10,194	99,066
Club Wagon			2,806	27,864
LTD II	161	2,933	1,409	23,332
LTD	6,704	66,400	15,598	142,821
LTD Crown Victoria	2,047	17,042		
Ford Station Wagon	1,674	18,443	3,498	34,461
Mustang	16,160	160,993	22,954	205,110
Thunderbird	8,452	96,422	17,348	129,648
Total	69,529	718,916	115,419	1,018,173

Lincoln Continental	2,263	20,914	3,764	42,798
Continental Mark	2,406	24,784	3,430	33,291
Versailles	341	3,904	1,160	9,188
Total	5,010	49,602	8,354	85,277

Mercury Bobcat	1,886	16,802	3,003	25,142
Bobcat Station Wagon	343	3,596	586	6,356
Zephyr	3,630	42,894	5,841	53,543
Zephyr Station Wagon	1,328	12,855	1,348	12,924
Monarch	1,883	18,905	3,899	38,740
Marquis	1,198	9,661	2,707	18,213
Marquis Brougham	826	8,093	2,264	15,582
Grand Marquis	1,084	12,509	2,980	19,997
Marquis Station Wagon	422	5,076	1,371	9,406
Cougar/XR7	3,382	40,653	9,642	82,219
Capri	4,545	44,197	7,459	63,846
Total	20,527	215,241	41,100	345,968

Lincoln-Mercury Division	25,537	264,843	49,454	431,245
--------------------------	--------	---------	--------	---------

Total Ford Motor Co.	95,066	983,759	164,873	1,449,418
Buick Skyhawk	399	5,287	1,713	12,892
Skylark	14,791	111,452	10,752	59,076
Century	10,776	79,890	1,330	14,954
Regal	17,233	121,793	22,757	171,492
Century Station Wagon	1,459	11,505	2,118	18,256
LeSabre	2,831	19,258	3,206	20,187
LeSabre Limited	4,065	33,731	8,368	58,554
Electra 225	5,019	38,007	7,462	55,280
Buick Station Wagon	730	6,843	1,243	11,110
Riviera	3,532	26,481	3,202	35,172
Total	60,835	454,247	62,151	456,973

Cadillac DeVille	7,758	65,826	13,505	108,545
Fleetwood & Chassis	2,012	18,743	2,403	23,003
Eldorado	3,704	31,551	4,511	42,201
Seville	2,020	23,252	2,670	27,529
Total	15,494	139,372	23,089	201,278

Chevrolet Chevette	28,385	250,507	33,380	257,250
Camaro	9,801	82,789	15,716	149,880
Monza	13,479	96,292	10,427	89,114
Monza Station Wagon	9	346	888	12,205
Citation	31,415	255,739	30,551	172,132
Sportvan			2,704	22,036
Malibu	16,181	129,866	20,759	167,622
Malibu Station Wagon	5,415	42,708	7,908	65,602
Monte Carlo	12,677	104,726	27,181	180,377
Impala	6,369	60,187	15,278	111,895
Caprice	8,104	81,337	16,293	124,868
Chevrolet Station Wagon	3,983	40,720	7,539	62,577
Corvette	2,963	24,139	3,218	26,368
Total	138,781	1,169,356	191,842	1,441,926

Oldsmobile Starfire	239	5,171	1,503	13,336
Omega	7,736	56,288	4,911	27,446
Cutlass Salon	13,763	111,070	3,188	31,292
Cutlass Supreme/Cala	22,910	168,689	40,894	280,518
Cutlass Station Wagon	2,685	21,523	4,177	32,126
Delta 88	1,665	13,539	2,773	23,317
Delta 88 Royale	9,185	73,774	15,208	114,381
98	4,934	42,455	7,260	59,905
Oldsmobile Station Wagon	1,302	12,254	2,105	20,547
Toronado	2,958	23,775	2,968	32,533
Total	67,377	528,538	84,987	635,401

Pontiac Sunbird	11,685	82,544	7,464	61,012
Sunbird Station Wagon	5	58	132	2,331
Phoenix	8,808	64,914	7,640	45,735
LeMans	3,851	35,112	5,913	54,612
LeMans Station Wagon	1,959	17,066	3,265	25,991
Catalina	1,101	9,182	2,390	17,442
Bonneville	4,286	32,140	9,166	56,388
Bonneville Brougham	2,215	22,254	3,464	25,090
Pontiac Station Wagon	748	8,346	2,037	15,864
Grand Prix	9,357	72,530	18,258	121,737
Firebird	6,920	61,215	11,194	109,740
Total	50,935	405,361	70,923	535,942

Total General Motors	333,422	2,696,874	432,992	3,271,520
----------------------	---------	-----------	---------	-----------

(Checker)	323	2,153	455	2,996
-----------	-----	-------	-----	-------

Miscellaneous Domestic Total	339	2,350	494	3,245
------------------------------	-----	-------	-----	-------

Domestic Station Wagon Total	35,212	325,147	67,298	580,838
------------------------------	--------	---------	--------	---------

Domestic Grand Total	489,181	4,185,176	685,904	5,466,798
----------------------	---------	-----------	---------	-----------

Import Total	214,742	1,686,030	194,849	1,579,227
--------------	---------	-----------	---------	-----------

Grand Total All Registrations	703,923	5,871,206	880,753	7,046,025
-------------------------------	---------	-----------	---------	-----------

Registrations not available for Oklahoma.



**It Can Make
a Grown Man
Cry.**

**Protect
YOUR Inventory
With**

McGard the wheel lock

Just one McGard lock on each wheel provides the best theft protection you can get. They're made of high quality, through hardened steel in a unique, one piece design. Only you have the matching key wrench. Call McGard, COLLECT, at 716-833-6120 for complete information. Dept. AN-2 852 Kensington Ave. Buffalo, N.Y. 14215

TOYOTA "SPORT" CONVERTIBLE



"Dealers Largest Profit Potential"

American Custom Coachworks, Ltd.'s answer to the Toyota dealers' search for a high quality, reasonably priced, convertible for 1981. The finest showroom traffic builder and superbly engineered and styled for the '80s. Base units can be drop-shipped to American Custom Coachworks, Ltd. plants.

**CALL (213) 272-7908 or (213) 278-0643
FOR MORE INFORMATION**

BODY SIDE MOULDING TAPE

**Valley Industrial Products is pleased to
announce the introduction of Gorilla Tape™.**

Gorilla Tape is a double coated waterproof foam tape, with a super high tack acrylic adhesive.

Highly resistant to high and low temperatures with excellent solvent resistance, Gorilla Tape acts as a rust inhibitor and, of course, makes moulding application faster and easier by using fewer or no rivets.

Customer response to Gorilla Tape has been sensational! Our attractive pricing is as follows:

1/2" x 1/32" x 72 yds. \$6.90 per roll: Full case quantities
(24 rolls per case) \$9.50 per roll: Less than one case

1" x 1/32" x 72 yds. \$13.80 per roll: Full case quantities
(12 rolls per case) \$19.00 per roll: Less than one case

VALLEY INDUSTRIAL PRODUCTS

1145 MICHAEL DRIVE, SYOSSET, NEW YORK 11791

516-364-3200 — 212-343-4664

7,085,480 cars built during model year

'80-model build off 25 pct. from '79

By Barbara Beeler
Staff Writer

Hopes for increased U. S. car production in the 1981 model year are riding heavily on the newer, more fuel-efficient front-wheel drives, in addition to a slight comeback for the luxury and standard models.

Auto output for the 1980 model year fell to 7,085,480 units — 25.61 percent below the 1979 level of 9,526,024.

As the 1981 models were unveiled, price stickers dampened somewhat the public's original enthusiasm for Chrysler Corp.'s K-cars, Plymouth Reliant and Dodge Aries, and for Ford Motor Co.'s entries, Ford Escort and Mercury Lynx.

Ford and Chrysler are both having financial problems. Ford will be introducing sporty versions of the Escort and Lynx in the '81 model year, and Chrysler has introduced a stripped-down version of its K-car.

When the economic reality of car costs replaces the shock experienced by a segment of the buying public that has been absent from dealer showrooms for as much as six years, sales may experience an upturn.

The need for transportation remains in spite of gasoline prices and a prime interest rate of 14 percent, which means that banks must charge a higher rate in order to do business at all. Buyers who have stayed out of the market for several years will be forced to make some decisions soon, as their older cars simply wear out.

Meanwhile, there will be a ready market for as many of the small, fuel-efficient cars as U.S. auto makers can produce.

General Motors continued to enjoy the lion's share of model year production with 64.99 percent, compared with 57.14 percent in '79, due to the success of their compact X-cars (Buick Skylark, Chevrolet Citation, Oldsmobile Omega, and Pontiac Phoenix).

GM built 4,605,038 '80 models, compared with 5,443,240 '79s. Every division produced fewer cars than a year earlier, but all except Cadillac showed an increase in share of industry production.

Chevrolet was GM's division leader with a 3.46 percentage point increase over its '79 production share. During the 1980 model year, Chevrolet nearly doubled production of its X-car entry, as 624,220 Citations rolled off the assembly lines, compared with the 1979 totals of 315,126.

Chevrolet's subcompact Chevette also continued to do well in production, with an increase of 2.79 percentage points over the '79 model year.

Buick showed an increase of 3.26 percentage points in the '80 model year share of production. The compact Skylark was responsible for the biggest gain, while the subcompact Skyhawk was being phased out.

Oldsmobile was next with a 1.07 percentage point increase in share of production. Omega was the big gainer, with rises both in total production and share of build.

Pontiac's X-car Phoenix also did well, increasing its share of production 1.96 percentage points over the '79 model year.

The X-cars were introduced in the spring of 1979, so 1980 was their full production year.

Although Cadillac was down, both in total output and share of production, the luxury El-

dorado showed a slight gain in share of output.

Chrysler Corp. production plunged to 681,406 for the '80 model year, down from 1,027,545 a year earlier, and its share of the industry total dipped 1.17 percentage points to 9.62 percent. Chrysler, Dodge and Plymouth all built fewer cars in 1980.

Plymouth, however, increased its share of production by 0.13 points to 4.22 percent. Horizon showed a gain of 0.58 points in output share.

In share of production, Chrysler was down 0.94 points and Dodge was off 0.36.

Production at Chrysler's Lynch Road plant, which assembles the big cars, will be

"iffy" in the 1981 model year. The facility started up late and had some downtime, and since operations are heavily dependent on fleet orders, scattered shifts may be likely.

Ford Motor Co. slipped 9.52 percentage points in production share to 19.38 percent. In 1979, in had 28.90 percent of industry production. The company built 1,373,582 cars, down from 2,752,978 in '79.

Ford division, with 13.84 percent of industry production, suffered the greatest loss, 5.99 percentage points off from its '79 share of 19.83 percent. The division built 981,098 cars in the '80 model year, compared with

Continued on Page 42, Col. 2

U. S. CAR MODEL YEAR OUTPUT '80 VS. '79

	1980 Models	Pct. of Output	1979 Models	Pct. of Output	Pct. Change '80 vs. '79
AMERICAN MOTORS	199,613	2.81	169,439	1.78	+ 1.03
Eagle	46,379	0.65		0.00	+ 0.65
Concord	80,456	1.13	102,853	1.08	+ 0.05
Pacer	1,746	0.02	10,215	0.11	- 0.09
Spirit	71,032	1.00	56,371	0.59	+ 0.41
CHRYSLER CORP.	681,406	9.62	1,027,545	10.79	- 1.17
Plymouth Total	298,821	4.22	390,055	4.09	+ 0.13
Horizon	162,478	2.29	162,763	1.71	+ 0.58
Volare	109,773	1.55	209,686	2.20	- 0.65
'80 Gran Fury	18,724	0.27		0.00	+ 0.27
Caravelle	7,846	0.11	9,949	0.10	+ 0.01
Voyager*		0.00	7,657	0.08	- 0.08
Chrysler Total	103,728	1.47	229,225	2.41	- 0.94
Chrysler	29,114	0.41	100,726	1.06	- 0.65
LeBaron	74,614	1.05	128,499	1.35	- 0.30
Dodge Total	278,857	3.93	408,265	4.29	- 0.36
Omni	138,155	1.95	141,477	1.48	+ 0.47
St. Regis	17,068	0.24	34,972	0.37	- 0.13
Diplomat	38,166	0.53	62,781	0.66	- 0.13
Aspen	85,468	1.20	143,584	1.51	- 0.31
Sportsman*		0.00	25,451	0.27	- 0.27
FORD MOTOR	1,373,582	19.38	2,752,978	28.90	- 9.52
Ford Division	981,098	13.84	1,838,814	19.83	- 5.99
Pinto	124,720	1.76	199,018	2.09	- 0.33
Mustang/Mustang II	271,322	3.83	369,936	3.88	- 0.05
Fairmont	234,454	3.30	395,367	4.15	- 0.85
Granada	90,429	1.28	182,376	1.92	- 0.64
LTD II			48,564	0.51	- 0.51
Thunderbird	156,803	2.21	284,141	2.98	- 0.77
Ford	103,370	1.46	356,535	3.74	- 2.28
Club Wagon*		0.00	52,877	0.56	- 0.56
L-M Division	392,484	5.54	864,164	9.07	- 3.53
Mercury Total	317,576	4.48	674,618	7.08	- 2.60
Bobcat	24,650	0.35	50,266	0.53	- 0.18
Capri	79,984	1.13	110,144	1.15	- 0.02
Zephyr	70,068	0.99	125,377	1.31	- 0.32
Monarch	30,518	0.43	75,879	0.80	- 0.37
Cougar/XR7	58,028	0.82	172,152	1.81	- 0.99
Mercury	54,328	0.76	140,800	1.48	- 0.72
Lincoln Total	74,908	1.06	189,546	1.99	- 0.93
Lincoln	31,233	0.44	92,600	0.97	- 0.53
Versailles	4,784	0.07	21,007	0.22	- 0.15
Mark V	38,891	0.55	75,939	0.80	- 0.25
GENERAL MOTORS	4,605,038	64.99	5,443,240	57.14	+ 7.85
Buick Division	800,166	11.29	765,231	8.03	+ 3.26
Skyhawk	8,322	0.11	23,139	0.24	- 0.13
Skylark	211,809	2.99	66,982	0.70	+ 2.29
Century/Regal	363,164	5.12	329,202	3.46	+ 1.66
Buick	168,250	2.37	293,727	3.08	- 0.71
Riviera	48,621	0.68	52,181	0.55	+ 0.13
Cadillac Division	231,028	3.26	381,113	4.00	- 0.74
Seville	39,344	0.55	53,487	0.56	- 0.01
Cadillac	138,999	1.96	260,190	2.73	- 0.77
Eldorado	52,685	0.74	67,436	0.71	+ 0.03
Chevrolet Division	2,028,106	28.62	2,396,724	25.16	+ 3.46
Chevette	451,549	6.37	340,877	3.58	+ 2.79
Monza	169,737	2.39	163,953	1.72	+ 0.67
Camaro	152,021	2.14	282,582	2.97	- 0.83
Nova/Citation	624,220	8.81	315,126	3.31	+ 5.50
Sportvan*		0.00	27,186	0.29	- 0.29
Malibu/Chevellé	277,575	3.91	377,788	3.96	- 0.05
Monte Carlo	126,006	1.78	282,163	2.96	- 0.18
Chevrolet	186,384	2.63	553,242	5.81	- 3.18
Corvette	40,614	0.57	53,807	0.56	+ 0.01
Oldsmobile Division	847,491	11.96	1,037,319	10.89	+ 1.07
Starfire	8,237	0.11	20,299	0.21	- 0.10
Omega	134,323	1.89	40,225	0.42	+ 1.47
Cutlass	422,179	5.96	507,501	5.33	+ 0.63
Oldsmobile	239,312	3.37	419,238	4.40	- 1.03
Toronado	43,440	0.61	50,056	0.53	+ 0.08
Pontiac Division	698,247	9.85	862,853	9.06	+ 0.79
Acadian†	19,651	0.27	44,927	0.47	- 0.27
Sunbird	143,070	2.02	97,770	1.03	+ 0.99
Phoenix	178,291	2.51	77,644	0.82	+ 1.69
Firebird	107,340	1.51	211,454	2.22	- 0.71
LeMans	61,223	0.86	112,703	1.18	- 0.32
Grand Prix	114,714	1.62	139,165	1.46	+ 0.16
Pontiac	73,958	1.04	179,190	1.88	- 0.84
VOLKSWAGEN	223,267	3.16	132,822	1.39	+ 1.77
CHECKER	2,574	0.04		0.00	+ 0.04
Total Cars, U.S.	7,085,480	100.00	9,526,024	100.00	

*—Window vans included in truck production for the 1980 model year.
†—All Acadians built for sale in Canada.

factories list auction dates

American Motors

Nov. 4—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

Nov. 5—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Nov. 6—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Nov. 7—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Nov. 11—Ohio Auto Auction,

Grove City, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Nov. 12—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

Nov. 13—Todd Auto Auction, Rte. 309, Telford, Pa.

Nov. 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich. 48180.

Nov. 19—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Warehouse Point, Conn.

Nov. 20—Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Nov. 21—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Concord Auto Auction, Hosmer St., Acton, Mass.

Nov. 25—Ohio Auto Auction,

Columbus, O.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Nov. 26—Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.; Big D Auto Auction, W. Hwy. 80, Dallas; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

AMC sales are open to all dealers.

Chrysler Corp.

Nov. 5—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Nov. 6—Big H Recon Center, 918 Asbury, Houston; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Nov. 11—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Nov. 13—Clanton's Auto Auction, 1027 Pearl St., Darlington, S. C.

Nov. 18—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago.

Nov. 19—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

Nov. 25—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Chrysler sales are restricted to Chrysler Corp. dealers.

Grubb heads fund drive

PHOENIX.—Lou Grubb, president of Lou Grubb Chevrolet, has been named general chairman for the annual fund drive of Gompers Rehabilitation Center here.

1980-model auto production falls 25 percent short of '79

Continued from Page 16

1,888,814 units in '79.

Lincoln-Mercury Division was down 3.53 percentage points from its share of production a year earlier. L-M assembled 392,484 units in the '80 model year, for 5.54 percent of the industry output, compared with 864,164 cars built a year earlier for 9.07 percent of industry production.

American Motors showed a healthy gain in the 1980 model year with 2.81 percent of industry production, an increase of 1.03 percentage points over its 1979 share of 1.78 percent. Total production was also up to 199,613 units from 169,439 in 1979.

AMC introduced its four-wheel drive Eagle and built 46,379 of them in the '80 model year.

Although production of AMC's compact Concord was 80,456 units, compared with the 102,853

assembled in the previous year, the car nevertheless gained in its share of the '80 industry output with 1.13 percent, vs. 1.08 percent in '79.

While AMC was phasing out its compact Pacer, it increased production of its subcompact, the Spirit, from 56,371 cars in the previous model year to 71,032 in the '80 model year, for 1.00 percent of the industry production output, up 0.41 percentage points from its '79 share of 0.59 percent.

Volkswagen of America, which builds the Rabbit, nearly doubled its production of the popular subcompact, in its second year as a U.S. producer, with a production share of 3.16 percent compared with the 1.39 percent it had in 1979, for a percentage point increase of 1.77. Total production was also up to 223,267 from 132,822 Rabbits built in the '79 model year.

Used car sales

Auction averages

October	\$3,665
Month ago	\$3,788
Year ago	\$3,105

Model breakdown

Auction averages

	OCTOBER	SEPTEMBER	AUGUST
1980	\$6,311	\$6,350	\$6,516
1979	5,021	4,787	5,022
1978	3,793	3,841	3,806
1977	3,120	3,240	3,258
1976	2,223	2,382	2,445
1975	1,804	1,741	1,808
1974	1,343	1,350	1,310
1973	1,079	1,167	963
Overall Average	\$3,665	\$3,545	\$3,649

used-car auction directory

Display Rates: \$53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time,

\$13.50; 13-times, \$11.50, 26-times, \$10.00, 52-times, \$9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News,

965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

EXCLUSIVE!!!

AT

Aptco Auto Auction

**ANOTHER
PREMIER
CHRYSLER
AUCTION
SALE**

**THESE PREMIER
QUALITY
CORPORATE
EXECUTIVE LEASE
UNITS ARE
AVAILABLE AT
APTCO**

Tuesday, Nov. 11 - 10 a.m.

300

**CHRYSLER
CORPORATION
UNITS**

ALL MAKES AND MODELS—ALL FACTORY RECOND.

(Auction open to Chrysler-Plymouth-Dodge dealers only)

**TRANSPORT AND SINGLE
DRIVERS AVAILABLE.
HOLIDAY INN RESERVATION.
NEXT AUCTION AVAILABLE.
FREE AIRPORT PICK-UP
AVAILABLE.**

**APTCO AUCTION
20911 GLADWIN
TAYLOR, MICH.
(313) 285-7300**

INDIANA

MID STATES AUTO AUCTION

25784 Western Ave.

South Bend, Indiana

Sale every Wednesday, 6 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

ARIZONA

Southwest Auto Auction. Lease and fleet accounts welcome. Member NAAA and NAFA. 3420 South 48th Street, Phoenix, 602-894-2211.

AUCTION SCHOOL

Be An Auctioneer — Write for information. Mendenhall School of Auctioneering, U.S. Hwy. 29-70 (I-85) High Point, N. C. 27263.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

NEW YORK

Tri-State Auto Auction, Cicero, N.Y. Sale every Weds., 6:30 p.m. Just no. of Syracuse, Rte. 81, Ex. 30. 3 action packed lanes, 500 cars each wk. 1-315-699-2792.

OHIO

Wednesday Auto Auction, Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

**Use Automotive News
Classified Section**

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P.O. Box 5189, Kent, WA. 98031.

NEW JERSEY

SKYLINE AUTO AUCTION
100 Route 48, Fairfield, N. J. 07006
(201) 227-9100
4 LANE SELLING EVERY TUESDAY!
At 11:30 A.M. licensed new & used car dealers from all surrounding states are invited & welcome to buy & sell. We sell for the country's leading leasing companies, national fleets, New Jersey Bail and Ford Motor Credit Company. No house cars.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

NEW MEXICO

Greater Albuquerque Auto Auction — Now Mexico's only dealer auction. Sale every Thurs., 12:00. Member NAAA & WAAA. 8815 Second St., N.W., 505-898-9540.

MINNESOTA

WEDNESDAY 11:00

Large consignment, 3 ring selling. Complete recon facilities. Arrange pickup anywhere.

AL EIDE'S

Minneapolis Auto Auction

1125 Nathan Lane, Minneapolis, Minn. 55441

612-545-2483

OHIO

"the Tuesday sale"

**3905 Jackson Pike
Columbus, Ohio**



**Henry M. Stanley, Jr.,
Owner**

**Regular Sale every Tuesday at 12:00 Noon
200 Lease and As Is following Regular Sale**



**For Reserved Numbers, Motel Reservations,
or Airport Pickup, Call OHIO AUTO AUCTION**



(614) 871-2771



High sticker prices for '81 models worry dealers

Continued from Page E-16

lic is going around, visiting a number of dealerships, comparing products.

"Aspens are our best buys," said Brinkman. He indicated that the multiple price hikes by Chrysler this fall have made it difficult to be competitive with the '81 models.

"The carryover '80 models are my best sellers," said Rigazio in Boston. "I only have a few left—fewer than I'd like—and there's no hope of getting any more."

Rigazio said he doesn't mind having carryovers on his lot into December. They are good back-ups if new-car customers for some reason decide against a current model, he said.

The marketing groundwork was laid well this year for the new front-wheel-drive cars at Ford and Chrysler. Dealers unanimously report interest, curiosity and enthusiasm among prospective customers. The perennial problem of getting enough new products to tantalize buyers is back again.

Brinkman said he had only one Dodge Aries on his lot on introduction day, Oct. 2. "I got a four-door and a station wagon shortly after, but it would have helped to have them for the first rush. Even with only the one model, customers liked it and bought (other models, sight unseen)," he said.

Jim North had some thoughts

on new-model introductions and the appearance of the new products. "They should include models of the cars that look good stripped down; they should include radio, automatic transmission, whitewall tires, maybe a vinyl roof—but they shouldn't be so loaded that the price is just out of sight. That frightens people off."

"Let the customer add on his own options, if he wishes. The introduction models should have a low price tag."

"Ford made a mistake in the introduction of the Mustang II. We had only loaded Ghia-type models to show. They were too expensive. People came in expecting this smaller Mustang to

be affordable and found a very expensive car."

"It took a couple of months to order cheaper models, change the promotion, change its image," said North. "In the meantime, the Mustang II just floated."

One nameplate that wasn't able to make the turnaround from a slow start was the downsized 1980 Thunderbird. "That's a dead car," he said.

Looking at the current state of Ford's Lincoln-Mercury Division, North said he couldn't predict with any certainty what would happen to a division that was enjoying record sales two years ago and is floundering so badly now.

"We compete with them. That's what keeps them going. But now it seems they are soaking up the profits generated by the rest of the corporation. Maybe the division will have to be consolidated with Ford to make a single car division," North said.

He speculated the same streamlining might have to take place at Chrysler to help cut down the current costs of duplicating.

But none of the dealers offered a solution to the 1981 price barrier, the No. One concern of new-car buyers.

New '81 models by market class

Following are the AUTOMOTIVE NEWS market class categories for the 1981 model year and the U. S.-built car lines in each segment:

Subcompact

AMC Spirit, Eagle SX/4 and Eagle Kammback; Dodge Omni; Plymouth Horizon; Ford Escort; Mercury Lynx; Chevrolet Chevette and Monza; Pontiac Sunbird, and Volkswagen Rabbit. (Monza and Sunbird are '80 models which will continue in production until the end of the 1980 calendar year.)

Compact

AMC Concord and Eagle; Dodge Aries; Plymouth Reliant; Ford Fairmont and Mustang; Mercury Capri and Zephyr; Chevrolet Camaro and Citation; Pontiac Firebird and Phoenix; Buick Skylark, and Oldsmobile Omega.

Intermediates

Chrysler Cordoba and LeBaron; Dodge Diplomat and Mirada; Ford Granada and Thunderbird; Mercury Cougar and Cougar XR-7; Buick Century and Regal; Chevrolet Malibu and Monte Carlo; Oldsmobile Cutlass and Cutlass Supreme, and Pontiac Grand Prix and Lemans.

Standard-size

Buick, Chevrolet, Chrysler, Dodge, Ford, Mercury, Oldsmobile, Plymouth and Pontiac.

Luxury

Imperial; Lincoln Town Car and Lincoln Continental Mark VI; Cadillac, Cadillac Eldorado and Cadillac Seville; Chevrolet Corvette; Buick Riviera, and Oldsmobile Toronado.

Allstate rewards new Ford "World Cars" with lower insurance rates.

Repairability and serviceability features are expected to make Escort and Lynx cost less to insure.

Ford Motor Company's much-heralded Ford Escort and Mercury Lynx are the first of a new generation of American-made "World Cars" which combine design and engineering by Ford teams from all over the world.

While the power-efficient engine, front-wheel drive, independent suspension and minimum maintenance capabilities dominate Ford's announcements, some less-publicized features will bring far-reaching benefits to consumers. These are repairability and serviceability improvements that should help lessen the cost of service and repair.

Less costly repairs mean less costly insurance.

In Escort and Lynx, Ford Motor Company (like GM with its X-Cars) is addressing the issues that lead to reduced repair and service costs and, therefore, lower insurance costs.

Since Allstate believes that the improvements made in the Escort and Lynx should lower insurance costs, the premiums for all these models will be reduced. In fact, most of the models will be in the lowest insurance rating group of any 1981 domestic cars.

Premiums for Allstate policyholders who purchase the Escort or Lynx are expected to be reduced about 15% for Collision and about 35% for Comprehensive coverages.

"Make and Model" rating.

The lower rates awarded Ford Escort and Mercury Lynx are the latest examples of Allstate's Make

and Model Experience Rating.*

This program factors each car model's damageability, together with its repair cost and theft prevention features, into its insurance premium. Results are reviewed periodically to determine rates. We believe, as experience develops, it will support our

repair, as well as insurance experience, develops ways to lower crash repair costs, and thus make insurance more affordable.

Tech-Cor's staff works with all major domestic and import auto manufacturers, the auto repair industry, the Equipment and Tool Institute, and the Inter-Industry Conference on Auto Collision Repair.

As early as June, 1979, Tech-Cor engineers began sharing their repair and service experience with the Escort and Lynx designers. Ford incorporated a number of Tech-Cor suggestions into these new cars.

Our ultimate goal: to help make a car cost less to own, by holding down escalating

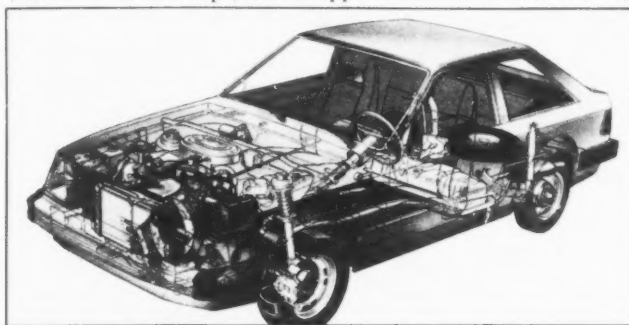
repair and insurance costs.

Consumers benefit from inter-industry cooperation.

Allstate is not in the auto repair business. Our aim is to provide insurance at an affordable price. Since the cost of repairing cars greatly affects insurance costs, the more closely our industries can work together, the more the consumer will ultimately benefit.

The earlier that Tech-Cor can work with manufacturers to help effect repair and service improvements, the greater our contribution can become.

Allstate welcomes this growing relationship, and the opportunity it gives us to help the motorist we both serve.



Ford's 1981 "World Car."

judgment and permit continuing these rate reductions for the new Escort and Lynx models.

In the past, Allstate has made similar price reductions when auto manufacturers have considered the overall cost of car ownership—particularly Collision and Comprehensive insurance costs—in the planning stage. We pioneered reduced rates for cars equipped with damage-resistant bumpers, air bags, and more recently, lower rates for the GM X-Cars (Omega, Citation, Skylark and Phoenix).

Tech-Cor Automotive Research and Ford engineers collaborate.

Tech-Cor is a wholly owned subsidiary of the Allstate Insurance Company. Tech-Cor Automotive Research Division has become the country's leading independent auto repair research center. Here, a continuing scientific study of auto

Allstate

Working to hold your insurance costs down.

*Allstate's Make and Model Experience Rating Program is in effect in every state except Mass., Okla., N.J., N.C., and S.C. and Texas. The Escort and Lynx rate is in effect or is filed in all remaining states.

Allstate Insurance Company, Northbrook, Ill.

MODELS: 1942-1981

Number of models offered by U. S. auto makers, 1942 to 1981:

1942	276	1963	336
1946	160	1964	336
1947	182	1965	348
1948	201	1966	368
1949	205	1967	370
1950	243	1968	368
1951	243	1969	365
1952	224	1970	375
1953	210	1971	341
1954	240	1972	297
1955	216	1973	304
1956	232	1974	302
1957	245	1975	325
1958	263	1976	294
1959	239	1977	275
1960	244	1978	259
1961	260	1979	268
1962	296	1980	252
		1981	244

Copyright, 1980, Automotive News

Domestic count down in '81

GM drops nine models, AMC adds one

By John K. Teahen Jr.
Managing Editor

As the 1981 season began, domestic auto makers were offering 244 models to attract buyers to their dealers' showrooms. The total is down slightly from 252 at the close of the '80 campaign.

For the new year, General Motors has 115 models; Ford Motor, 59; Chrysler Corp., 42; American Motors, 23, and Volkswagen of America, 5. The VW total includes only U. S.-built models.

The final 1980 figures were: GM, 124; Ford Motor, 59; Chrysler Corp., 42; AMC, 22, and WoA, 5.

Thus, GM is down for '81;

AMC shows a minor increase, and Chrysler, Ford and VW are unchanged.

GM's total dipped as it dropped a pair of Chevrolet Citations and the two-door models in the Buick Century and Oldsmobile Cutlass lines. Also gone are a Buick LeSabre, a Chevrolet Camaro and the Pontiac LeMans Grand Am.

Chevrolet Monza and Pontiac Sunbird are counted in the '81 tabulation. They are '80 models, but production will continue until the end of the current calendar year.

Chrysler added the Imperial, a basic Omni and Horizon and 14 K-car selections—seven each

for Plymouth Reliant and Dodge Aries. This balanced the dumping of Plymouth Volare and Dodge Aspen and cuts in five other lines.

Ford was also active, adding 16 models and getting rid of the same number. Principal newcomers are Ford Escort, Mercury Lynx and a Ford Fairmont Futura wagon, while Ford Pinto, Mercury Bobcat and Lincoln Versailles have departed.

At AMC, a quartet of Spirit-sized Eagle four-wheel-drive choices joined the lineup, while the Spirit Limited and the AMX (now an option) are no longer counted as separate models.

In all, the domestic makers added 38 models for '81, while dropping 46 of their '80 selections.

New nameplates

There is a goodly collection of new nameplates for '81. The AMC Eagle SX/4 and Kammback join the subcompact class, as do Escort and Lynx. Reliant and Aries are new compacts, and Imperial competes in the luxury class.

A name change involves the Mercury intermediate—Monarch has become Cougar.

And there have been defections. No more AMX; no more Aspen and Volare; no more Pinto and Bobcat. Also out of the picture is Lincoln's luxury-class Versailles.

From a nameplate standpoint, the additions balanced out the deletions. The domestic makers are offering 58 lines of cars for '81, the same as in '80. (As noted, the current '81 total includes Monza and Sunbird.)

The present model count of 244 will change as the year progresses. Monza and Sunbird will fade away, but GM's J-cars will make the scene at Chevrolet (Cavalier), Pontiac (J-2000), and Cadillac (Cimarron). Also upcoming are the sporty versions of Escort and Lynx, called the Ford EXP and Mercury LN-7. There probably will be others.

Escort and Lynx, incidentally, present an interesting comparison of how car divisions count their models. Ford lists 10 Escorts—the two base models and the four fancier trim levels with two choices each. Mercury, on the other hand, prefers to count just two Lynx models, listing seven others as options.

Also, Chevrolet tallies three-seat station wagons separately in its big-car lineup. Other makes that offer three-seaters call them options.

58 car lines

The AUTOMOTIVE NEWS new-model analysis includes all models the manufacturers are pricing and/or merchandising individually. It does not include engine options. For example, a Pontiac Catalina four-door sedan is counted as one model even though it is available with a V-6, a V-8 or a diesel engine.

The 58 lines of cars offered for '81 consist of 27 from GM, 14 from Ford, 12 from Chrysler, four from AMC and one from Volkswagen.

By body styles, the 244 models for '81 show 76 four-door sedans, 124 two-doors, and 44 four-door station wagons.

1981 MODELS BY MARKET CLASS

	4-door Models	2-door Models	4-door Wagons	2-door Wagons	1981 Totals	(Final 1980 Totals)
SUBCOMPACTS	7	28	6	0	41	(35)
AMX	0	0	0	0	0	(1)
Bobcat	0	0	0	0	0	(3)
Chevette	1	2	0	0	3	(3)
Eagle SX/4	0	4	0	0	4	(0)
Kammback	0	5	5	0	10	(0)
Escort	2	1	0	0	3	(2)
Lynx	0	1	1	0	2	(0)
Monza ('80 model)*	0	3	0	0	3	(3)
Omni	2	1	0	0	3	(2)
Pinto	0	0	0	0	0	(6)
Rabbit	2	3	0	0	5	(5)
Spirit	0	4	0	0	4	(6)
Sunbird ('80 model)*	0	4	0	0	4	(4)
COMPACTS	20	36	12	0	68	(66)
Aries	2	3	2	0	7	(0)
Aspen	0	0	0	0	0	(5)
Camaro	0	3	0	0	3	(4)
Capri	0	2	0	0	2	(2)
Citation	1	1	0	0	2	(4)
Concord	3	3	3	0	9	(9)
Eagle	2	2	2	0	6	(6)
Fairmont	2	2	2	0	6	(5)
Firebird	0	4	0	0	4	(4)
Mustang	0	4	0	0	4	(4)
Omega	2	2	0	0	4	(4)
Phoenix	2	2	0	0	4	(4)
Reliant	2	3	2	0	7	(0)
Skylark	3	3	0	0	6	(6)
Volare	0	0	0	0	0	(5)
Zephyr	1	2	1	0	4	(4)
INTERMEDIATES	18	32	12	0	62	(73)
Century	2	0	2	0	4	(6)
Cordoba	0	2	0	0	2	(3)
Cougar	1	1	0	0	2	(0)
Cougar XR-7	0	1	0	0	1	(1)
Cutlass	3	0	2	0	5	(7)
Cutlass Supreme	0	3	0	0	3	(3)
Diplomat	2	3	2	0	7	(9)
Granada	3	3	0	0	6	(6)
Grand Prix	0	3	0	0	3	(3)
LeBaron	3	2	2	0	7	(9)
LeMans	2	2	2	0	6	(7)
Malibu	2	3	2	0	7	(7)
Mirada	0	1	0	0	1	(2)
Monarch	0	0	0	0	0	(2)
Monte Carlo	0	2	0	0	2	(2)
Regal	0	3	0	0	3	(3)
Thunderbird	0	3	0	0	3	(3)
STANDARD SIZE	24	18	14	0	56	(59)
Buick	4	4	2	0	10	(11)
Chevrolet	2	3	4	0	9	(9)
Chrysler	2	0	0	0	2	(2)
Dodge	1	0	0	0	1	(1)
Ford	3	2	3	0	8	(8)
Mercury	3	2	2	0	7	(8)
Oldsmobile	5	4	1	0	10	(10)
Plymouth	1	0	0	0	1	(2)
Pontiac	3	3	2	0	8	(8)
LUXURY	7	10	0	0	17	(19)
Cadillac	4	2	0	0	6	(6)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Imperial	0	1	0	0	1	(0)
Lincoln	1	1	0	0	2	(2)
Mark VI	1	1	0	0	2	(4)
Riviera	0	2	0	0	2	(2)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
Versailles	0	0	0	0	0	(1)
1981 Totals	76	124	44	0	244	
1980 Totals (End of model year)	79	133	35	5		(252)**

*—1980 Monza and Sunbird are still in production.

**—Revised.

The final rundown for '80 was 79 four-door sedans, 133 two-doors, 35 four-door wagons and five two-door wagons, a total of 252.

The drop in two-door models resulted from trims at GM, while the four-door wagon rise stemmed chiefly from the introduction of Escort and Lynx at Ford Motor. A Ford Fairmont wagon also joined the lineup.

Two-door wagons passed from the scene with the death of the Ford Pinto and the Mercury Bobcat.

Market classes

For 1981, as in 1980, AUTOMOTIVE NEWS divides the domestic cars into five market classes—subcompact, compact, intermediate, standard-size and luxury.

As the '81 season got under way, the breakdown found 41 subcompacts, 68 compacts, 62 intermediates, 56 standard-size cars and 17 luxury models.

The final totals for the '80

model year were 35 subcompacts, 66 compacts, 73 intermediates, 59 standard-size models and 19 luxury cars.

Subcompacts are up because of the arrival of the 10 Escort selections. All other classes are down except compacts, which are up two. Compacts now have more models than any other market segment, replacing intermediates which were tops last year.

Ford Division has the most models for 1981 with 37, followed by Chevrolet with 30 and Pontiac with 29. Totals for other domestic makes are: Buick, 25; AMC, 23; Oldsmobile, 23; Dodge, 19; Mercury, 18; Chrysler, 11; Plymouth, 11; Cadillac, 8; Volkswagen, 5; Lincoln, 4, and Imperial, 1.

Final totals for the 1980 model year were: Chevrolet, 33; Ford, 32; Pontiac, 30; Buick, 28; Oldsmobile, 25; AMC, 22; Mercury, 20; Dodge, 19; Chrysler, 14; Plymouth, 9; Cadillac, 8; Lincoln, 7, and Volkswagen, 5.

1981 MODELS BY MAKE

	4-door Models	2-door Models	4-door Wagons	2-door Wagons	1981 Totals	(Final 1980 Totals)
AMERICAN MOTORS	5	13	5	0	23	(22)
AMX	0	0	0	0	0	(1)
Concord	3	3	3	0	9	(9)
Eagle	2	2	2	0	6	(6)
Eagle SX/4	0	4	0	0	4	(0)
Kammback	0	4	0	0	4	(0)
Spirit	0	4	0	0	4	(6)
CHRYSLER CORP.	17	17	8	0	42	(42)
Chrysler (Std.)	2	0	0	0	2	(2)
Cordoba	0	2	0	0	2	(3)
LeBaron	3	2	2	0	7	(9)
Dodge (Std.)	1	0	0	0	1	(1)
Aries	2	3	2	0	7	(0)
Aspen	0	0	0	0	0	(5)
Diplomat	2	3	2	0	7	(9)
Mirada	0	1	0	0	1	(2)
Omni	2	1	0	0	3	(2)
Imperial	0	1	0	0	1	(0)
Plymouth (Std.)	1	0	0	0	1	(2)
Horizon	2	1	0	0	3	(2)
Reliant	2	3	2	0	7	(0)
Volare	0	0	0	0	0	(5)
FORD MOTOR CO.	15	30	14	0	59	(59)
Ford (Std.)	3	2	3	0	8	(8)
Escort	0	5	5	0	10	(0)
Fairmont	2	2	2	0	6	(5)
Granada	3	3	0	0	6	(6)
Mustang	0	4	0	0	4	(4)
Pinto	0	0	0	0	0	(6)
Thunderbird	0	3	0	0	3	(3)
Lincoln (Std.)	1	1	0	0	2	(2)
Mark VI	1	1	0	0	2	(4)
Versailles	0	0	0	0	0	(1)
Mercury (Std.)	3	2	2	0	7	(8)
Bobcat	0	0	0	0	0	(3)
Capri	0	2	0	0	2	(2)
Cougar	1	1	0	0	2	(0)
Cougar XR-7	0	1	0	0	1	(1)
Lynx	0	1	1	0	2	(0)
Monarch	0	0	0	0	0	(2)
Zephyr	1	2	1	0	4	(4)
GENERAL MOTORS	37	61	17	0	115	(124)
Buick (Std.)	4	4	2	0	10	(11)
Century	2	0	2	0	4	(6)
Skylark	3	3	0	0	6	(6)
Regal	0	3	0	0	3	(3)
Riviera	0	2	0	0	2	(2)
Cadillac (Std.)	4	2	0	0	6	(6)
Eldorado	0	1	0	0	1	(1)
Seville	1	0	0	0	1	(1)
Chevrolet (Std.)	2	3	4	0	9	(9)
Camaro	0	3	0	0	3	(4)
Chevette	1	2	0	0	3	(3)
Citation	1	1	0	0	2	(4)
Corvette	0	1	0	0	1	(1)
Malibu	2	3	2	0	7	(7)
Monte Carlo	0	2	0	0	2	(2)
Monza ('80 model)*	0	3	0	0	3	(3)
Oldsmobile (Std.)	5	4	1	0	10	(10)
Cutlass	3	0	2	0	5	(7)
Cutlass Supreme	0	3	0	0	3	(3)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac	3	3	2	0	8	(8)
Firebird	0	4	0	0	4	(4)
Grand Prix	0	3	0	0	3	(3)
LeMans	2	2	2	0	6	(7)
Phoenix	2	2	0	0	4	(4)
Sunbird ('80 model)*	0	4	0	0	4	(4)
VOLKSWAGEN	2	3	0	0	5	(5)
Rabbit	2	3	0	0	5	(5)
1981 Totals	76	124	44	0	244	
1980 Totals (End of model year)	79	133	35	5		(252)**

*—1980 Monza and Sunbird are still in production.

**—Revised.

Sky-Top[®]

power moonroof



**Buick dealers,
for the perfect fit, install a
Sky-Top power moonroof
in your Skylark**

**Get all the advantages
offered only by Sky-Top.**

Sky-Top also brings customer satisfaction to many other car dealers, including Volvo, Avanti, Mercedes-Benz, Ford, Chevrolet,

Chrysler, Mercury, Dodge, Lincoln, Volkswagen, Toyota, Alfa Romeo, Honda, Saab, Mazda, BMW, Fiat, Jaguar-Rover, Subaru, Renault, Oldsmobile, Plymouth, Peugeot, Opel, Audi, Cadillac, AMC, Pontiac, Datsun.

For a brochure and name of nearest installer call:
SKY-TOP Sunroofs, Ltd.
1446 Ashby Road, St. Louis, MO 63132
Tel. (314) 427-1441

LEASING & RENT-A-CAR INSURANCE

We're a major competitor for Primary and Excess Insurance to the Leasing and Rent-A-Car Industry. Competitive rates are available on either a gross receipts or per car per month basis. Let us help you save money!

It's good business to shop and compare! Write or call us today for a comparison quote on your present Leasing and/or Rent-A-Car Insurance!

I am interested in more details about your

- ☐ Leasing Insurance Program
☐ Rent-A-Car Insurance Program

Name _____

Address _____

Phone _____

Broker inquiries invited



MAGUIRE INSURANCE AGENCY
Managing General Agent
259 E. Lancaster Ave.
Wynnewood, PA 19096
(215) 642-8400

Air conditioning rate slipping

By Joseph Bohn
Marketing Editor

Auto air conditioning installations dropped in the '80 model year, reflecting greater frugality among car buyers and an increasing trend toward smaller models.

Unit installations dropped both in terms of absolute volume and as a percent of production.

Altogether, domestic car producers installed 5,181,365 air conditioning units in domestic cars, down sharply from the 7,449,352 units installed in '79 domestic models.

Penetration also dropped off. Air conditioners were installed in 72.52 percent of cars, down from a 79.71 percent the year earlier.

Penetration figures were off for all car makers, except Volkswagen.

VW's penetration, still lowest among domestic producers, climbed to 41.00 percent from 36.50 percent a year earlier.

Altogether, VW installed air conditioners in 91,539 U.S.-built Rabbits compared with 48,496 a year earlier.

American Motors installed air conditioning in 103,848 cars, or 52.02 percent of its production. Volume was up from 93,414 units, but below the 55.13 percent penetration of '79.

Chrysler Corp. installed air conditioners in 489,092 cars, equal to 63.91 percent of production. That was down from 814,958, or 71.74 percent of output in '79.

Chrysler-Plymouth accounted for 302,825 units, equal to 66.97 percent of output. This was down from 520,905, or 84.11 percent in '79.

Dodge accounted for 186,267 units, equal to 59.49 percent of output. Dodge's installations were off from 294,053, or 67.04 percent in '79.

Ford Motor installed 964,613 air conditioners, equal to 70.23 percent of its output. This was down from 2,127,902 units, or 77.29 percent, in '79.

Ford Division contributed 649,675 to that total, equal to 66.22 percent of its production. That was down from 1,399,810, or 74.11 percent in '79.

Lincoln-Mercury installed 314,938 units, equal to 80.24 percent of output. That was off from 728,092, or 84.25 percent.

General Motors installed 3,532,273 air conditioners, equal to 77.03 percent of production. That was off from 4,364,582, or 84.51 percent in '79.

Among GM divisions, Buick installed 718,745 units, equal to 89.82 percent of output. This showed an increase from 675,678 units in '79, mainly because of higher Buick production. Penetration was off from 92.91 percent in '79.

Cadillac, which has air conditioning as standard equipment on its cars, installed 231,028 units, down from 381,113 in '79.

Chevrolet installed 1,287,210 units, equal to 63.46 percent. This was down from 1,691,064, or 74.53 percent in '79.

Oldsmobile installed 781,398 units, equal to 92.20 percent of production. That was off from 963,536, or 94.28 percent in '79.

Pontiac installed 513,892 units, equal to 75.73 percent of output. This was off from 653,191, or 85.36 percent in '79.

Of the total air conditioners installed, GM's share was 68.17

percent, up from 58.59 percent in '79; Ford Motor's share was 18.62 percent, down from 28.56 percent in '79; Chrysler Corp.'s share was 9.44 percent, down from 10.95 percent; American Motors' share was 2.00 percent, up from 1.25 percent in '79. Volkswagen's share was 1.77

percent, up from 0.65 percent on '79 models.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan were excluded from the '80 count after manufacturers began counting them as trucks rather than cars.

AIR CONDITIONING INSTALLATIONS

	'80 VS. '79 MODEL YEAR			1979 Model Year		
	'80 Unit Total	'80 Percent of Output	Pct. of '80 Air Conditioner Installations	'79 Unit Total	'79 Percent of Output	Pct. of '79 Air Conditioner Installations
AMERICAN MOTORS	103,848	52.02	2.00	93,414	55.13	1.25
Eagle	27,827	60.00	0.54			
Concord	52,296	65.00	1.00	63,769	62.00	0.85
Pacer				7,661	75.00	0.10
Spirit	23,725	33.40	0.46	21,984	39.00	0.30
CHRYSLER CORP.	489,092	63.91	9.44	814,958	71.74	10.95
C-P Division	302,825	66.97	5.85	520,905	84.11	7.00
Horizon	71,002	42.70	1.38	59,900	36.80	0.80
Volare	64,985	59.20	1.25	150,969	72.00	2.03
'80 Gran Fury	17,413	93.00	0.33			
Voyager*				6,171	80.60	0.08
Cordoba	53,915	93.80	1.04	85,536	97.20	1.15
Chrysler	28,357	97.40	0.55	98,182	97.50	1.32
LeBaron	67,153	90.00	1.30	120,147	93.50	1.62
Dodge Total	186,267	59.49	3.59	294,053	67.04	3.95
Omni	59,821	43.30	1.15	52,910	37.40	0.71
St. Regis	16,112	94.40	0.31	33,781	96.60	0.46
Diplomat	30,724	80.50	0.59	56,107	89.20	0.75
Aspen	49,571	58.60	0.96	102,099	71.10	1.37
Mirada/Magnum	30,039	87.80	0.58	28,988	95.50	0.39
Sportsman*				20,258	79.60	0.27
FORD MOTOR	964,613	70.23	18.62	2,127,902	77.29	28.56
Ford Division	649,675	66.22	12.54	1,399,810	74.11	18.79
Pinto	29,058	23.30	0.56	54,526	27.40	0.73
Must./Must. II	137,831	50.80	2.66	213,802	57.80	2.87
Fairmont	161,304	68.80	3.11	275,989	69.80	3.71
Granada	75,418	83.40	1.46	150,844	82.70	2.02
LTD II				47,009	96.80	0.62
Thunderbird	147,552	94.10	2.85	274,537	96.60	3.69
Ford	98,512	95.30	1.90	339,744	95.30	4.56
Club Wagon*				43,349	82.00	0.58
L-M Division	314,938	80.24	6.08	728,092	84.25	9.77
Bobcat	9,021	36.60	0.17	17,744	35.30	0.24
Capri	44,391	55.50	0.86	63,884	58.00	0.86
Zephyr	51,156	73.00	0.99	90,648	72.30	1.22
Monarch	26,429	86.60	0.51	67,304	88.70	0.90
Cougar/XT7	55,417	95.50	1.07	160,278	97.90	2.15
Mercury	53,622	98.70	1.04	138,688	98.50	1.86
Lincoln	31,233	100.00	0.60	92,600	100.00	1.24
Versailles	4,784	100.00	0.09	21,007	100.00	0.28
Mark VI	38,891	100.00	0.75	75,939	100.00	1.02
GENERAL MOTORS	3,532,273	77.03	68.17	4,364,582	84.51	58.59
Buick Division	718,745	89.82	13.87	675,678	92.91	9.07
Skyhawk	5,101	61.30	0.09	14,561	62.90	0.20
Skylark	167,329	79.00	3.23	22,586	77.80	0.30
Century	135,218	91.10	2.61	45,859	82.10	0.62
Regal	199,274	92.85	3.85	255,173	93.30	3.43
Buick	163,202	97.00	3.15	285,318	97.10	3.82
Riviera	48,621	100.00	0.94	52,181	100.00	0.70
Cadillac Division	231,028	100.00	4.46	381,113	100.00	5.12
Seville	39,344	100.00	0.76	53,487	100.00	0.71
Cadillac	138,999	100.00	2.68	260,190	100.00	3.50
Eldorado	52,685	100.00	1.02	67,436	100.00	0.91
Chevrolet Division	1,287,210	63.46	24.84	1,691,064	74.53	22.70
Chevette	165,266	36.60	3.19	123,399	36.20	1.66
Monza	67,894	40.00	1.31	69,329	42.30	0.93
Camaro	107,175	70.05	2.07	220,993	78.20	2.97
Nova/Citation	388,264	62.20	7.49	115,591	61.70	1.55
Malibu/Chevelle	223,170	80.40	4.31	303,373	80.30	4.07
Monte Carlo	114,035	90.50	2.20	261,317	92.60	3.51
Chevrolet	180,792	97.00	3.49	526,093	95.10	7.06
Corvette	40,614	100.00	0.78	50,841	94.50	0.68
Sportvan*				20,128	74.00	0.27
Oldsmobile Division	781,398	92.20	15.08	963,536	94.28	12.93
Omega	97,652	72.70	1.85	17,978	72.20	0.24
Cutlass	403,603	95.60	7.78	478,065	94.20	6.42
Oldsmobile	232,132	97.00	4.48	406,284	96.90	5.45
Toronado	43,440	100.00	0.85	50,056	100.00	0.67
Starfire	4,571	55.50	0.09	11,153	54.90	0.15
Pontiac Division	513,892	75.73	9.92	653,191	85.36	8.77
Sunbird	67,486	47.17	1.30	46,832	47.90	0.63
Phoenix	123,449	69.24	2.38	17,049	68.47	0.23
Firebird	86,516	80.60	1.67	180,176	85.21	2.42
LeMans	53,581	87.52	1.04	99,289	88.10	1.99
Grand Prix	110,595	96.41	2.14	134,050	96.35	1.80
Pontiac	72,265	98.19	1.39	175,795	98.06	2.36
VOLKSWAGEN	91,539	41.00	1.77	48,496	36.50	0.65
Total Cars, U.S.	5,181,365	72.52	100.00	7,449,352	79.71	100.00

*Voyager, Sportsman, Club Wagon and Sportvan are still in production. However, they began being counted by their respective manufacturers as trucks in '80, and so are excluded from the tally of '80-model car output.

Installation numbers are based on U.S. production only, with the exception of Chrysler's Cordoba and Mirada which were sourced only in Canada. The '80 model-year production total was 7,144,528 cars. This included 4,585,387 for General Motors, 1,373,582 for Ford Motor, 765,258 for Chrysler Corp., 190,613 for American Motors and 223,287 for Volkswagen.

Chrysler total includes 57,479 Cordobas and 34,214 Miradas built in Canada. It excludes 7,846 Caravans, sourced in the U.S. but sold only in Canada.

Pontiac's production of 678,586 was used in computing GM's total. This excludes 19,651 Pontiac Acadia models, built in the U.S. but sold only in Canada.

"Our business is up 40%..."



Richard G. Fellers
General Manager

Larry Murphy
Chevrolet, Inc.
Lancaster, Pennsylvania

We have Supra Key Boxes (including 100 of the new SUPRA MAX) installed in over 800 units in our 5 lots. As one of the largest Chevrolet dealers on the East Coast, it was imperative that we have a system that gave our sales staff the ability to efficiently demonstrate our cars and trucks.

Supra gave us that

system! Even in this economy, our business is up 40% over last year and our demonstration capability has increased to 97%. Part of this success I attribute to Supra Key Boxes!



SUPRA PRODUCTS, INC.
Celebrating our 25th year
as the Key Control People
Dept. A-16, P.O. Box 3167
Salem, Oregon 97302
(503) 581-9101



Good news for pick-up and van dealers.

Deutz conversions add satisfied customers and extra profits, too.

The AirDiesel delivers economical performance nearly twice that of gasoline engines (depending, of course, on driving conditions, vehicle axle ratio, and tire sizes). With our approved pre-engineered conversions your customers can get the Deutz warranty of 24 months or 100,000 miles.

Eliminates 40% of engine maintenance problems caused by liquid-cooled engines.

With no radiator, water pump, hoses, or other troublesome liquid-cooling equipment, our

F5L 912 is engineered to deliver up to 300,000 miles of dependable performance before an overhaul is necessary. EPA-certified to meet established U.S. federal emissions standards, AirDiesels require 35% less air flow for cooling than comparably-sized liquid-cooled engines.

Easy to install and service. Deutz unit cylinder design permits easy installation. And since AirDiesels have no water jackets, each cylinder may be serviced individually. Most important, AirDiesels are backed by a service support system including seven depots, ninety engine distributors, and an ever-expanding dealer network.



DEUTZ CORPORATION
7585 Ponce de Leon Circle
Atlanta, GA 30340

Yes! I'd be interested in handling and installing Deutz AirDiesel Conversion kits for my customers' vans and pick-ups. Please rush me more information on how I can add this profitable item to my business.

Name _____

Company _____

Address _____

City _____

State _____

Zip _____

Its 'obscure' data is now important to public

Auto industry a prime interest

By Edward Lapham
Financial Editor

Until recently, there wasn't much interest in some of the more obscure facets of the auto industry. About the only people who cared about terminology such as dealer discount, carry-over, holdback and floor-plan-ning were dealers, their bankers, the factories and, of course, AUTOMOTIVE NEWS editors.

Now, however, with high inflation, rising car prices, periods of astronomical interest rates and the precarious financial situation of some U.S. manufacturers, there has been a revival of interest in the auto industry.

The wire services—Reuter's, AP, UPI, Dow-Jones—have started taking an interest, as have daily newspapers. Reporters have learned that there is a growing public interest in the formerly "obscure" data because it has an impact on sales, production, pricing and, ultimately, the entire economy.

Since the '81 model year began, that interest has intensified, as consumer excitement about the new models combines with what has been described as "shock" at prices to generate a great deal of consumer and industry attention.

Reactions vary

While the public has been suffering its varying reactions to the new offerings from Detroit, some pertinent questions about the economy, interest rates and their relationship to wholesale and retail financing have been asked in financial institutions from Wall Street to San Francisco.

The reactions seemed to break down this way: Wall Street analysts are nervous, factory finance people are optimistic and the banks are cautious.

Maryann Keller, Paine Webber Mitchell Hutchins vice president and auto analyst, considered the subject of automobile financing so important she wrote a special status report on the subject in mid-October, shortly after the auto companies announced their '81 prices.

Keller said the situation is "potentially difficult enough to limit car volume and sales growth in the future," although she said she expects creative lenders to help solve the problems.

"The affordability of new cars has been a function of the willingness of credit sources to extend the terms of auto loans," she said. "Without the shift from 36-month to 48-month financing as the norm, price boosts during the last few years could have depressed car sales."

Keller compiled General Motors Acceptance Corp. data since 1969 to show that, due to longer-term contracts, monthly car payments as a percent of disposable income actually declined from 1974 to 1979.

"The favorable trends will probably reverse in the future as prices of new cars rise and are not moderated by longer financing terms," she said.

"Another adverse factor which could force the average size of a contract up faster than car prices is the trend in the underlying value of used cars.

"We have assumed that longer financing will result in an older, less valuable trade-in when the motorist returns to the market. In the past, the average trade-in accounted for the necessary downpayment plus a bit extra.

"In the future, buyers may have to draw down the maximum the banks will finance and still have to contribute additional cash because they will be trading in older and perhaps inefficient vehicles."

60-month loans

Keller said that to date "there has been little evidence" that banks will be willing to lend for 60 months.

"Banks have endured high repossessions recently, and lower recovery in proportion to unpaid balances has brought about more selective lending practices," she said.

The Federal Reserve Board reported that in August, 1980, 63.5 percent of all bank loans for new-car purchases were for more than 36 months, compared with 54.1 percent in May and 63.1 percent last August.

For indirect loans, 71.2 percent were for more than 36 months in August, compared with 63.2 percent in May and 71.7 percent in August, 1979. For direct bank loans, 51.0 percent were for more than 36 months in August, compared with 38.2 percent in May and 45.6 percent last August.

When the interest rates rose, the banks required larger downpayments and better terms to qualify car buyers.

One large San Francisco-based bank told AUTOMOTIVE NEWS it already has moved easily to 60-month financing.

"Right now," the banker said, "I don't think you can get a bank car loan for more than 5 years—bankers just don't want to get stuck with a fixed-interest rate for longer than that."

"Cautious optimism"

He said that, in general, his bank is "cautiously optimistic"

Income Relative to Monthly Car Payments

	Monthly per capita disposable income	GMAC monthly auto payment disposable income
1969	\$259	39.8%
1970	279	37.3
1971	299	37.1
1972	320	37.5
1973	357	35.3
1974	387	37.0
1975	424	34.4
1976	459	34.0
1977	501	33.5
1978	556	32.4
1979	614	30.8

Compilation: Paine Webber Mitchell Hutchins, Inc.

about the retail and wholesale financing markets through the '81 model year.

"Dealers are more aware of the effect interest rates have on their profits now," he said. "The dealers who are left seem to be more careful about their inventories and the factories seem to be pressuring them less, while they are offering some assistance on high-rate plans. It all will help."

James W. Ford, Ford Motor Credit Co. chairman, said he too is moderately optimistic about the financing market through the '81 model year.

Ford said he believes interest rates will peak near 14 percent, but will begin easing and reach about 11 percent by the spring selling season, although he said he does expect them to begin rising again next autumn.

He also said he doesn't think the higher prices will restrict sales. "More people are back in the market who haven't bought a car for a while and they are talking about the prices because they haven't seen the gradual increases the way they have in the supermarket," Ford said.

Ford said the average car price was just 10.1 percent of average disposable income in 1979 and shouldn't climb to much more than 10.2 or 10.3 percent in 1980 compared with 10.5 percent in 1975 and 10.6 percent in 1977.

Ford Credit's optimism about the '81 model year is based on the assumption that car prices will not rise faster than inflation and that there will be good availability of funds for car loans.

"The banks are back in and are going to be more aggressive," he said.

The one questionable area, he said, is interest rates. "If our assumptions are wrong and rates go up instead of down, then that changes things," Ford said.

Ford Credit's retail penetration was up about 25 percent earlier in the year, but is down to a more normal 20 to 25-percent now. Ford said Ford Credit's wholesale penetration stayed right around the normal 64 percent.

Ford said he too expects the dealers to be in better shape for floorplaning because of stock adjustments.

"If there is no extreme volatility in the market the dealers should be OK," he said.

New Car Loan Characteristics General Motors Acceptance Corporation

	Average Return Contract	Percent Change	Average Monthly Payment	Percent Change	Average Term of Loan (Months)	Percent Change
1969	\$3,540		\$103		32.5	(0.6)
1970	3,690	4.2	104	1.0	32.7	0.6
1971	3,914	6.1	111	6.7	32.7	—
1972	4,021	2.7	120	8.1	33.1	1.2
1973	4,247	5.6	126	5.0	33.4	0.9
1974	4,599	8.3	132	4.8	34.1	2.1
1975	5,202	13.1	146	10.6	35.0	2.6
1976	5,613	7.9	156	6.9	36.0	2.9
1977	6,315	12.5	168	7.7	37.6	4.4
1978	7,197	14.0	180	7.1	40.0	6.4
1979	7,858	9.2	189	5.0	41.6	4.0

Compilation: Paine Webber Mitchell Hutchins, Inc.

**OK,
we admit it.
We're
a success.**

Want to join us?

In just over 15 years, Genway Corporation has established over 400 car rental locations in General Motors dealerships nationwide.

That's right, *rental* locations.

With the tremendous success in this segment of our marketing operations, we're looking for still more locations, particularly in major metropolitan areas.

To the qualified candidate we offer:

TRAINING • FINANCING • INSURANCE
MANAGEMENT CONTROLS • FIELD ASSISTANCE
MARKETING & MERCHANDISING PROGRAMS

In other words, our experience goes to work for you when you join the successful Genway Rental Network. If you believe you have the necessary components for a substantial car rental operation, **contact Bud DeRosse.**

GENWAY RENTAL SYSTEM

FOR GENERAL MOTORS DEALERS
500 North Michigan Avenue
Chicago, Illinois 60611
800-225-5137

Fleet operators downsizing, buying more small cars in '81

By Francis J. Gawronski

The nation's fleet operators will downsize their fleets during the 1981 model year by purchasing a larger percentage of smaller cars.

In assisting fleet owners in planning for their needs and determining the best ways to meet them, leasing companies are advising—by publishing 1981 vehicle recommendations in booklet form—that up to 30 percent of vehicle replacements be selected from cars one size smaller than those selected in 1980.

The reason given for the downsizing is that the fuel efficiency gained in such a move pays for itself.

According to the National Assn. of Fleet Administrators' (NAFA) annual new-car acquisition survey, six out of 10 new cars to be ordered by NAFA members will be compacts and subcompacts.

The actual breakdown of new-car orders for the 1981 model year will be subcompacts, 10 percent; compacts, 50 percent; mid-size cars, 35 percent, and large cars, 5 percent.

A total of 100 commercial fleets operating 79,433 cars participated in NAFA's annual new-car study. These fleets indicated they plan to acquire 31,000 new cars during the 1981 model year.

Survey highlights

Highlights of the survey, according to NAFA, include:

1. Along with smaller cars, fleet managers are specifying smaller engines. Nearly every fleet reported that it was making major changes in its engine specifications—four-cylinder engines in compacts and subcompacts; six-cylinder engines in mid-size and large cars. Three fleets said they were switching to diesels for their large cars.

2. Thirteen fleets are planning to order at least some of their new vehicles with standard transmissions. In previous surveys, practically every new fleet car was ordered with automatic transmission.

3. The four-door sedan remains the most popular body style—it will account for 57 percent of the new-car orders. When combined with the five-door hatchback, the two models will account for three out of four new-car orders, according to the NAFA survey.

Two-door sedans and three-door hatchbacks will garner 17 percent of the new-car orders; station wagons will account for their normal 5 percent of the new-car orders, and sport models for one percent.

4. Seventeen fleets said they plan to order some "specialty" cars and 11 fleets said they will order some imported cars during the 1981 model year.

Canadian segment

The Canadian segment of NAFA's new-car acquisition survey consists of 12 fleets operating 3,126 cars—2,119 leased and 1,001 owned.

For the 1981 model year, there also will be some major shifts in the Canadian fleet mix.

Two percent of the new-car orders will be for subcompacts; 31 percent for compacts; 61 per-

cent for mid-size units, and only 6 percent for large cars.

At the present time, according to NAFA, none of the Canadian fleets have any subcompact units; 10 percent of their cars are compacts 67 percent are mid-size cars, and 23 percent are large cars.

For 1981, Peterson, Howell & Heather (PHH), Baltimore, is recommending to lessees that 30 percent of their replacements be selected from cars one size smaller than those they selected in 1980.

In its newsletter to lessees, PHH said, "The criterion for choosing which cars should be smaller is the monthly mileage rate—those cars traveling the least miles per month should be the smallest."

This gradual conversion to smaller cars, according to PHH, will:

1. Continue to improve the average fuel economy of the fleet.

2. Serve as a hedge against any possible (but unanticipated) decline in the value of six-cylinder, mid-size cars.

3. Begin an orderly transition to cars that will be sized right for the resale market of the mid-eighties.

4. Assure timely availability of product throughout the model year.

PHH's model selection guide for 1981 includes three lists. List A includes recommended mid-size cars, List B contains compacts, and List C carries smaller cars.

According to PHH, if a lessee normally would pick replacement cars from those on List A, he should begin by listing all cars scheduled for replacement during 1981 model year by monthly mileage rate.

Once the lessee has the cars ranked by monthly mileage, he should replace the 30 percent with the lowest monthly mileage with cars from List B, and the

remaining 70 percent with cars selected from List A.

If the fleet is currently made up of cars from List B, all cars traveling less than 1,500 miles per month should be replaced by cars from List C. Of the remaining cars, again ranked by monthly mileage, 30 percent with the lowest monthly mileage rates should be replaced with cars from List C, while the rest should be replaced with List B cars.

Those downsizing PHH selections exclude manager's cars, station wagons and those cars needed to carry bulky, heavy samples in a secure storage space.

PHH's approach to cars for managers is the same as that recommended for all other fleet vehicles. Lessees should target 30 percent for replacement with one size smaller than they would normally buy.

For those fleets with large-car, large-load requirements, PHH suggests that 20 percent of 1201 full-size cars be equipped with diesel engines and that the highest-mileage cars be chosen for dieselization. For the remaining 80 percent, PHH recommends the four-door Chevrolet Impala equipped with a 229-CID, V-6 gasoline engine, or the four-door Ford LTD with the 255-CID gas engine.

For station wagons, PHH suggests the highest 40 percent monthly average rate be replaced with the Chevrolet Impala three-seat wagon with the 350-CID diesel. The remaining wagons should be replaced with the Chevrolet three-seat unit with 305-CID gas engine or the Ford LTD four-seat unit equipped with the 302-CID gas power plant.

Choosing right car

This year, PHH said, choosing the right car has been further compounded by concerns about future fuel costs and product availability.

"For this reason, we are departing from our traditional practice of recommending a single type of car for basic fleet use," PHH said. "Instead, we are recommending that clients select a mix of cars for their fleet."

"This mix has as its goal delivering the best blend of fuel economy, availability and resale potential," PHH said. "In addition, it will permit you to job-rate your cars so that they match your operating needs."

By adopting this mix approach, PHH said, lessees will also have adopted a strategy for improving fleet fuel economy each year.

"You will have achieved your own CAFE (Corporate Average Fuel Economy) program," PHH said. "Each year between now and 1985, you will be in a position to change your mix by merging into your fleet an increasing number of smaller cars and four-cylinder power plants as production allows."

"By gradually phasing in small cars and four-cylinder engines, you will not have to be concerned about mid-year changes on fleet composition due to sudden availability problems," PHH said. "You have all the tools and mechanisms in

1981 new car orders by size and line

U. S. FLEETS
(percentage of new cars being ordered)

Car Size	Top	Line Middle	Bottom	Total
Subcompact	*	7	3	10
Compact	11	32	7	50
Mid-Size	18	16	1	35
Large	2	2	1	5

Source: National Assn. of Fleet Administrators

1981 new car orders by body style

U. S. FLEETS
(percentage of new-car orders)

3-door hatchback	4%
5-door hatchback	19%
Station Wagon	5%
2-door sedan	14%
4-door sedan	57%
Sport model	1%

Source: National Assn. of Fleet Administrators

Comparison of 1981 new-car orders by car size

(Percentage of orders by U. S. commercial fleets)

Car Category	1978	1979	Model Year 1980	1981
Subcompact	*	*	1	10
Compact	4	6	52	50
Mid-Size	81	71	39	35
Large	15	23	7	5

Source: National Assn. of Fleet Administrators

Continued on Page 48, Col. 1

Fleets buying small cars

Continued from Page E-46

place to improve your company's CAFE."

Hertz Corp., New York, also indicated it will emphasize smaller four and six-cylinder vehicles and will offer fuel-efficient manual transmissions for the first time since the late 1950s.

A Hertz spokesman said the company will "sharply increase the purchase of 1981 compacts and subcompacts, drastically reduce the number of standard cars and reduce somewhat the number of intermediates."

Hertz' 1979 fleet of approximately 250,000 vehicles consisted of 40 percent intermediates, 24 percent standards, 3 percent large, 18 percent compact, 7 per-

cent subcompact and 8 percent imports.

Front-wheel-drive

In its 1981 Make and Model Recommendations booklet, United States Fleet Leasing, Inc. (USFL), San Mateo, Calif., urged that, wherever possible, lessees change "low and medium miles-per-month vehicles to front-wheel-drive, high-EPA models."

"High consideration should be given to vehicles such as Omni, Horizon, Escort, Lynx and the rear-wheel-drive Chevette," USFL said. "You will save three ways—fuel economy will lower operating expenses, high resale value is almost guaranteed and

original investment will probably be lower, thus causing lower interest expenses embedded in your lease or ownership cost."

For medium and higher-mileage-per-month vehicles, USFL said it believes Chrysler Corp.'s "K-cars deserve equivalent consideration as General Motors' X-bodies. Because of availability and price, Ford's Fairmont deserves close second consideration."

For intermediate and standard-size vehicles, where needed and especially where monthly mileage is extremely high, USFL said GM's 350 V-8 diesel is a definite option.

In making its fleet suggestions in its Fleet Manager's

Newsletter, Avis Car Leasing, Garden City, N.Y., lists four basic groupings of business personnel and typical fleet vehicles for 1981.

1. Sales and service representatives: Cars—Citation, Skylark, Omega, Phoenix, Fairmont, Zephyr, Concord, Toyota Corolla. Optional equipment—four or six-cylinder engines, automatic transmission, power steering, power brakes, radio, air conditioning (where deemed necessary), tinted glass (on air cars only), body side moldings, vinyl interior, wheel covers.

2. Managerial personnel: Cars—Malibu Classic, Century Regal, Cutlass Supreme, Grand Lemans, Cougar, Thunderbird, LeBaron, Diplomat, Monte Carlo, Grand Prix, Riviera. Optional equipment—six-cylinder engine, automatic transmission, power steering, power brakes, radio, air

conditioning, tinted glass, upholstered interior, whitewall tires, wheel covers.

3. Executive cars—group one: Cars—Caprice Classic, LeSabre Limited, Delta 88 Royale, Bonneville Brougham, LTD Crown Victoria, Marquis Brougham, St. Regis, Newport. Optional equipment—six-cylinder engine (where available), automatic transmission, power steering, power brakes, AM/FM stereo radio, air conditioning, tinted glass, whitewall tires, body side moldings (where applicable), cruise control, remote control left side mirror, vinyl roof, upholstered interior.

Group two—Cadillac Seville, Eldorado and DeVille, Buick Park Avenue, Olds 98, Olds Regency and Toronado, Mark VI, Lincoln, Chrysler Imperial, New Yorker, Toyota Supra. Optional equipment—six-cylinder and diesel engines (where available). (Note—standard equipment on these luxury cars includes most requested items.)

4. General purpose/economy-type cars for unclassified personnel: Cars—General Motors' J-car (April, 1981 introduction), Chevette, Fiesta, Escort, Lynx, Omni, Horizon, Chrysler's K-cars, Toyota Tercel. Optional equipment—four-cylinder engines, four-speed transmissions, radio, body side moldings, vinyl interior.

According to Avis, the 1981 model year will be characterized by continuing accelerated change.

"While EPA mileage requirements will be higher (than 1980's), fuel availability is questionable and fuel costs will most certainly reach new highs of \$2 and \$2.50 per gallon," Avis told its clients.

"As inflation exacts its toll in the automotive environment, vehicle prices will spiral in bursts rather than uniform low-level increments as in the past," Avis said.

"All of these reasons make it vitally important for the business fleet administrator to select those vehicle models and optional equipment items that make the best combinations of economy, utility and resale value," Avis cautioned in a statement that could serve as a guideline for the leasing industry.

Fast, fair claim settlement is, after all, the reason you buy business insurance in the first place. So when you have a loss, you'll really appreciate your Unicovert[®] protection from The Specialist.

All claims are handled promptly and efficiently. But when you have a major loss—fire, vandalism, etc.—that's when Universal really goes into action.

We have major loss teams on constant standby, ready to travel anywhere. So you'll be getting service from The

Specialist within hours of your loss.

And because we've specialized in automobile dealers and their insurance problems since 1922, we can help with many loss-related details. Like disposing of hail-battered or fire-damaged automobiles. Or shortcuts in restoring your building. That's why we call ourselves The Specialist.

If this is the kind of dependability you want from your insurance coverage, then you want The Specialist.

Phone toll-free

800-821-7803

Ask for Fatty Henderson. Or write for more information about Auto Dealer Protection from The Specialist.

Name & Title

Dealership

Address

City

State

Zip

Specialists in Auto Dealer Protection.

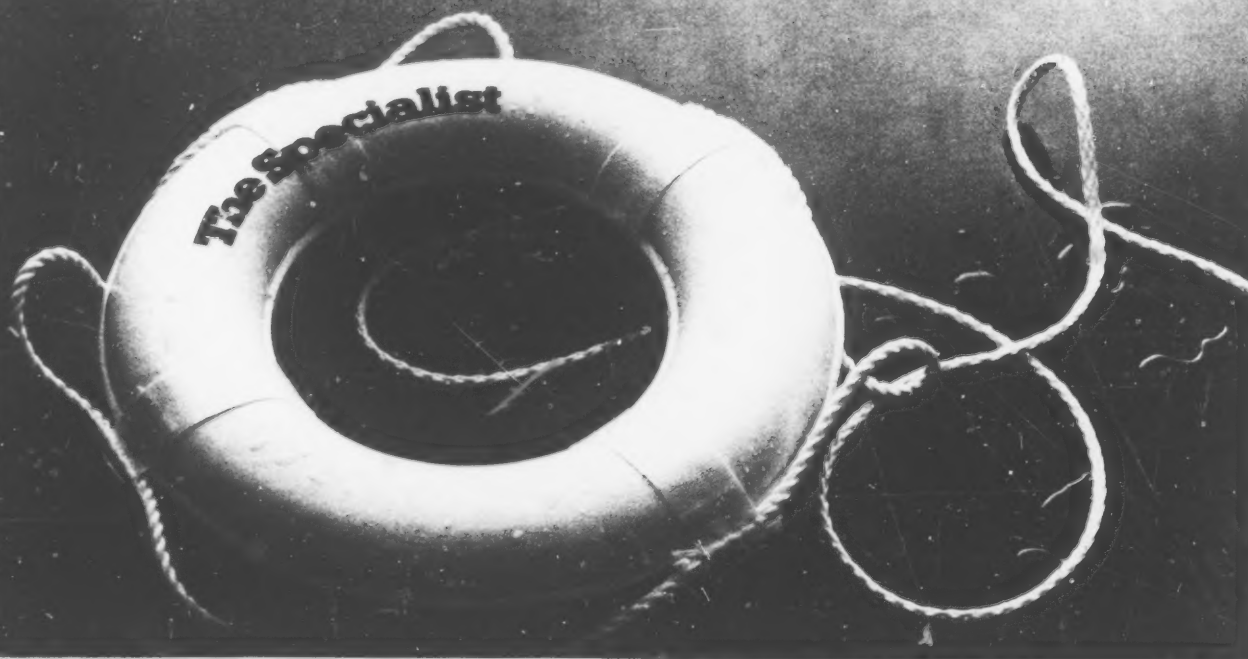


Universal Underwriters Insurance Company

A Member Company of the
Lynn Insurance Group

E. M. Lynn, President
5115 Oak Street, Kansas City, MO 64112 AN

If your insurance coverage leaves you stranded after a loss, call in The Specialist.



Abramson honored

Herbert A. Abramson, Silver Lake Dodge, Wellesley, Mass., has been named president of the President's Conference of Dodge Dealer Advertising Assns., headquartered in Detroit. He's congratulated here by Chrysler Chairman Lee Iacocca.

classified want ads

CARS WANTED

Unbelievably Strong Prices Paid for Most
**MERCEDES, JAGS, BMW,
 ROLLS ROYCE, EXCALIBURS,
 CLENETS, PORSCHEs**
 "ANYWHERE IN THE U.S.A."
MOTORCAR WAREHOUSE INC.
 713-854-3434 — HOUSTON, TEXAS

NEW OR USED 1980
 Chevettas, Citations, Monzas, Skylarks,
 Centurys, Regals, Caprices, pickup
 trucks.
 — TOP PRICES PAID —
 Call: PHIL or JIM, 203-354-5585

WANTED
NEW 1981 TOYOTAS
 Will Pay
HIGHEST PRICES
 Over Invoice
SIMMONS TOYOTA
 Call: Gene Venturi,
 201-825-2700

WANTED
MAZDAS
RX 7's
626's
GLC's
 HIGHEST PRICES PAID OVER INVOICE
NORTHEAST
LINCOLN MERCURY MAZDA
 HURST, TEXAS
 817-589-2261

ATTENTION
LINCOLN
MERCURY
DEALERS
 WE WANT TO BUY
 YOUR 1980 INVENTORY
 Call Jim Haynes or
 Herb Vine
 502-895-4231

CARS WANTED

WANTED
NEW 1980 & 1981
CORVETTES
 You Keep the Sales Card
 We Pickup Anywhere
CHARLIE DENNISON LEASING
 DALLAS, TEXAS
 Contact: TOM BESSETT
 (214) 348-9520

WANTED
MAZDAS
RX7's
626's
GLC's
 HIGHEST PRICES PAID OVER INVOICE
BATON ROUGE
AMC JEEP MAZDA
 BATON ROUGE, LOUISIANA
 504-272-2900

RIDGWAY NEEDS LIMOS. Cloth front Cadillac, no rust, '75 and newer. Also Lincoln limos and Cadillac hearses. Phone 503/234-6611 5:00 P.M. PST. 2836 N.E. Sandy Blvd., Portland, Ore. 97232.

WANTED
USED
POLICE CARS
1979 & 1980 MODELS
 We Will Assist You on Bids
 Call:
DICK PRESTON Today
 212-255-5525

TRUCKS FOR SALE

'78 IH 1850 diesel 3 car hauler. 8 MPG. Hydraulic winches. Excellent condition. \$18,500. 1-216-621-0892.

HOLMES WRECKERS and tilt beds. New and used. All sizes. Your truck or ours. 216-777-2707.

WRECKERS FOR SALE
 1978 CHEVROLET SCOTTSDALE with Chevrolet Renegade body. 58,213 miles. \$8,995.
 1979 GMC HI SIERRA with Chevrolet Rebel (full hydraulic) body. 36,259 miles. \$12,695.
WELLS-THORNTON CHEV.-OLDS, INC.
 Morton, Texas — 806-266-5532

AUCTIONS

ABSOLUTE AUCTION
AUTO & SERVICE DEPARTMENT EQUIPMENT
EXECUTIVE OFFICE FURNITURE & EQUIPMENT

By Order Of:
WALSH FORD CO.

1145 W. Baltimore Pike, Media, Pa.

THURSDAY NOV. 13 11 A.M.
 AUTOSENSE MACHINE, OIL & AUTO. TRANS. REELS (overhead Units), Air Compressors, Tire Changing Equip., Battery Charger & Starter, Headlight & Vacuum Testers, Engine Scope, Brake Drum Lathe, Valve Grinding Machine & Kit, 136 PARTS BINS, 30 BULK BINS, Hydraulic Press, Bishman Co. Jack, High Lift Stands, Various Racks, Kansas Power Post, Wheel Lift, Jack Stands, Steel Workbenches, Front Align. Rack & Acces., Metal Rolling Table, Indus. Vac. Cleaner, Drop Lights, Lamps, Ladders, Port. Steps, 680 gals. Mobil Engine Oil in ground tank (Buyer must pump out), Bl. Walnut Metal Desks, Exec. Side, Lounge & Sec. Chairs, Sofas, Typewriter Desks, Credenza, Elec. Typewriters, Wilson Safe, Bookkeeping Mach., Adding Machines, Calculators, Check Writer, Cash Register, Filing Cabinets, Humidifier, 19" Color TV, Water Cooler, plus many misc. items & equip. all in good condition.

TERMS: CASH Rain or Shine
SALE LOCATION: On the Premises, 1145 W. Baltimore Pike, Media, Approx. 3 miles South of Media on Rt. 1 next to Granite Run Mall.

GEYER ABSOLUTE
AUCTION COMPANY, INC.

Kenneth A. Geyer, President
 NORRISTOWN, PA. 19403
 (215)631-5333 (Pottstown 326-3856)

GA

TRUCKS FOR SALE

1980 GMC
CREW CABS 4x4
 Call STEVE or RED
 815-842-1143

GMC AUTO
TRANSPORT TRACTORS
 Equipped with headlights, wet floor and 6-71 50.

B4 CAR TRAILERS-LOWBACKS
 8 1/2 tandem — heavy combination loads of pickups, vans, compact and full size cars. Excellent condition.
 CALL TOLL FREE 800-441-0430 or 302-360-0882
Anchor Motor Freight, Inc.
 NEWARK, DELAWARE



C30 Dual Wheel Fleetside Crew Cab
NEW '79 DUAL-CREW CAB
 454 — Air — Loaded
\$10,767.91
DAVE WEISNER
 312-231-3122

TRUCKS WANTED

WANTED
DODGE D300
1 TON DUALY
MUST HAVE 440 ENGINE
 Call 618-263-3555

VANS FOR SALE

CUSTOM VANS
 Factory Direct 100 Vans in Stock —
 Ford GMC—World's Best Prices.
 Buy Today—Delivery 48 Hours
STIMUS CONV.
 813-748-0700

ALUMINUM
STEP VANS
AT INVOICE
 1-14' '79, 12000 lb. GVW
 3-8' '80, 6200 lb. GVW
 Call: DAVE WEISNER — 312-231-3122

STEP VANS
& 70 SERIES

New '80 Chevrolet Union City
 16' Aluminum Step Van. Also
 70 Series Diesel Chassis-cab.
 Contact:

BILL HURLOCK
ABC CHEVROLET
 301-356-7400

SHOP EQUIPMENT FOR SALE

TWO POST ROTARY lift. Excellent condition. \$2500 or best offer. 212-972-3427 or 212-972-3716.

3 AUTOSENSE COMPUTERS. As is, where is. Call Tony. 301-937-8466.

CHIEF E-Z LINER frame and alignment system. Complete with all attachments. Purchased new 1977. Used very little. \$16,900. For further information, contact: Bob or Jerry Genteman, Genteman Chevrolet-Oldsmobile, Inc., Highland, IL 62249. 618-654-2181.

MISCELLANEOUS

PENNANTS, FLAGS, stock signs, key tickets, Mylar namecards and etc. Send \$2 for 64-page catalogue. Allan Distributors, 386 Marion Road, Cincinnati, Ohio 45215. 513-772-2374.

NAMEPLATES, decals, keytags, stocktags, pennants, novelties, etc. Endorsed by several auto trade associations. Request free catalog on company stationery. Kaywood, P.O. Box 400003, Dallas, Texas 75240.

PENNANTS, NAMEPLATES, NAMECALS, stock stickers, stock tags, floor mats, key tags. Request free catalogs. Sunlight Distributors, 1061 N.W. 7th St., Suite 207, Miami, Fla. 33125.

ADVERTISE WITH license plates. Buy direct from manufacturer, as low as 35¢ each. Hi-impact styrene. Write for sample. FIPCO, P.O. Box 10456, Lynchburg, Virginia 24506.

Dip follows early-month gain

Mid-October auto sales down 24 pct. from '79

By Jenny L. King
 Staff Writer

The upswing was short. Early October domestic-car sales were up a promising 13.94 percent, then mid-month sales plunged 24.14 percent, and the 19-month domestic automotive recession continued.

Sales for the Oct. 11-20 period totaled 204,466, down 24.14 percent from 269,547 a year ago and off 9.21 percent from the 225,202 new cars sold Oct. 1-10, 1979.

There were eight selling days this year compared with nine the previous year. The latest selling rate of 25,558 was down 14.66 percent from 29,950 in 1979.

Mid-October sales last year were buoyed by new-model introductions which occurred during the period. This year the new cars were brought out the end of September and the first week in October.

All the domestic auto makers were down substantially on a year-to-year basis, in spite of their new models. General Motors sales dropped 15.13 percent to 135,700 from 159,898.

Ford Motor Co. reported a 45.37-percent sales plunge, although the Ford insisted showroom traffic was up significantly and that its new Escort and Lynx were in short supply. Ford sales numbered 40,249, compared with 73,679 for the period in 1979.

DOMESTIC SALES

	Oct. 11-20, 1980	Oct. 11-20, 1979
AMERICAN MOTORS	5,500†	6,100†
Chrysler	4,526	4,540
Imperial	218	—
Plymouth	6,908	10,246
Dodge	8,439	9,663
CHRYSLER CORP.	20,091	24,449
Ford	28,892	52,025
Mercury	9,566	16,871
Lincoln	1,791	4,783
FORD MOTOR	40,249	73,679
Buick	23,593	25,661
Cadillac	6,968	12,629
Chevrolet	56,744	65,353
Oldsmobile	27,618	31,911
Pontiac	20,777	24,344
GENERAL MOTORS	135,700	159,898
VOLKSWAGEN	2,926	5,421
INDUSTRY TOTAL	204,466	269,547

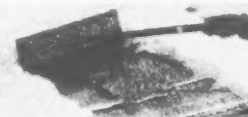
†—Estimate.

Classified Want Ads

MISCELLANEOUS

Sno-Rake

Snow Removing Miracle of the '80s
 Removes Snow from Cars Fast
 • Non Abrasive • Water Resistant
 • Freeze Resistant
 Soft, yet Rugged



Patent Pending

Dealer or Salesman Inquiries Invited
 Sample \$14.00 Plus \$1.50 Shipping
 Volume Prices Available

Shuttco - P.O. Box 455
 Valparaiso, Indiana 46383
 Phone: 219-462-0129 after 4 p.m.

Chrysler Corp. sales dropped 17.82 percent, to 20,091 from 24,449 last year. The company said it has already received 85,000 orders for K-cars which bowed Oct. 2. Volkswagen of America reported sales of 2,926 new Rabbits, down 46.02 percent from 5,421 a year ago. Estimated sales of American Motors passenger cars was 5,500, down 9.84 percent from 6,100.

• GM increased its share of the market seven percentage points, to 66.37 percent from 59.32 percent last year. Ford sales accounted for 19.68 percent, down from 27.34 percent. Chrysler earned 9.83 percent of the market, up slightly from 9.07 percent. VWoA cornered 1.43 percent, down from 2.01 percent and AMC had an estimated 2.69 percent, up from 2.26 percent.

All U.S. makes, save the new Imperial, suffered sales declines during the period, ranging from 0.31 percent at Chrysler to 62.55 percent for Lincoln.

Dodge sales dropped 12.67 percent from last year, while Plymouth was off 32.58 percent. Ford sales skidded 44.47 percent and Mercury was down 43.30 percent.

Buick came closest of the GM divisions to breaking even. Its sales were down 8.06 percent on a year-to-year basis. Chevrolet sales were down 13.17 percent, Oldsmobile was down 13.45 percent, Pontiac was down 14.65 percent and Cadillac slipped 44.83 percent.

Top-selling nameplates for Oct. 11-20 were: Chevrolet Chevette, 12,817; Chevrolet Citation, 11,198; Chevrolet Malibu, 9,043; Oldsmobile Cutlass Supreme, 8,769, and Ford Fairmont, 8,034. One year ago the top five were: Standard Chevrolet, Fairmont, Cutlass Supreme, Malibu and Ford Thunderbird.

Year-to-date sales totaled 5,343,403, down 22.64 percent from 6,907,365 last year.

DeLorean Motor spins off research, engineering unit

NEW YORK.—DeLorean Motor Co. has divested its research and engineering division into an independent. Four employees of the Troy (Mich.) company acquired it from DMC. It will be called Autosafety Engineering Corp.

Mal Harvey, one of the four employees who purchased the operation, said the move was made to facilitate doing engineering and design studies for the federal government and other auto companies.

"We want to keep working on lightweight cars," he said. "We think, for example, that we can get the weight of a car the size of a full-size Chevy down to about 2,200 pounds using ERM."

ERM is elastic reservoir molding, a process to which Composite Technology Corp., a DMC subsidiary, owns most North American transportation rights.

Harvey said the company plans to increase its staff to about 30, including "20 professionals and about 10 support people."

The company currently shares quarters in Troy with CTC but will soon be moving to a new facility, Harvey said.

U. S. makers schedule 577,138 cars

November target lowest in decade

U. S. auto makers have posted an assembly target of 577,138 cars for November, down 8 percent from the 627,346 built during November last year and the lowest tally for that month in a decade.

The November production total has not dropped to such a low level since 1970 when the makers built 372,561 during the month, when output was cut by a strike against General Motors.

Of this month's target, GM's planned output of 330,000 units is a drop of 19.02 percent from the 407,510 the company built during November, 1979. American Motors recorded the largest drop for the month, scheduling 12,452 units, down 26.89 percent from 17,032 built during November, 1979. Checker's forecast of 306 units is down 10.79 percent from 343 built during November, 1979.

Chrysler, Ford and Volkswagen all expect gains. Chrysler plans to build 82,000 cars during November, up 20.04 percent from 68,309 last year; Ford has scheduled 136,000, up 13.73 percent from 119,586, and VW has projected 16,380, up 12.45 percent from 14,566.

U. S. production remained steady last week. The makers scheduled weekly output of 155,279 autos, up 1.06 percent from the 153,638 cars built during the previous week, but down 5.8 percent from the 164,844 built during the comparable 1979 week.

Ford's Lorain (O.) plant returned to work last week following a one-week shutdown for inventory adjustment; however, the company closed its San Jose plant last week for the same reason. It will reopen today (Nov. 3).

General Motors scheduled Saturday overtime last week at its Oklahoma and Tarrytown plants, which build Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark models, and Detroit Cadillac.

Chrysler has closed its Lynch Rd. plant for one week, beginning today (Nov. 3), to balance car stocks. The closing idles 1,900 workers. Meanwhile, the company has instituted nine-hour overtime shifts at its Newark and Jefferson plants (K).

ITC hears final arguments before import quota ruling

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — With a decision by the International Trade Commission on whether to impose import quotas on Japanese-made cars now only a week away, the principals in the dispute last week made final arguments for or against any such action.

For the Japanese makers, that meant a reiteration of their earlier claims that Detroit's current dilemma has considerably more to do with gas prices, recession and a failure to anticipate changing consumer demand than the influx of Japanese-made, small, fuel-efficient cars.

For Ford Motor Co. and the UAW, it meant a reiteration of their position that the "why" of the industry's current condition is secondary to the fact that it is hurting and that Japanese imports are substantially responsible.

Meanwhile, the Carter Admin-

istration was reported last week to be readying contingency plans for whatever the ITC decides. It is an unusual effort, since the decision-making machinery normally gets rolling only after the ITC decides import relief is necessary.

The Administration has underway nine separate studies on the impacts of a 1.7-million-unit import quota, including an employment study by the Labor Department, a study of consumer prices by the Council of Economic Advisors and a study on the impact on small businesses by the Commerce Department.

DOT and the Council of Economic Advisers are studying the ability of the U.S. makers to compete.

According to Robert D. Hormats, deputy U.S. Trade Representative, the Administration is taking the action so it can be ready immediately regardless of what the ITC recommends, to avoid market uncertainties.

(cars) beginning today (Nov. 3).

Year-to-date, the makers have built 5,385,510 cars, down 27.16 percent from the 7,394,059 assembled during the equivalent period last year.

Truck forecast for November is lowest since '70

The November truck forecast is the lowest for that month since 1970, a strike-ridden year, as the sales slump continues despite optimistic projections by some makers.

This month, the industry will assemble about 160,520 units, off 12.88 percent from the 184,255 completed in November, 1979. In November, 1970, the makers assembled 92,449 trucks, kept low because of a contract strike at General Motors.

In addition, the October estimate of 177,750 is also the lowest for that month since 1970. It is a drop of 21.99 percent from the 227,853 completed in October, 1979.

In November, GM will build about 72,000 trucks, off 18.09 percent from 87,905; Ford Motor Co., 57,000, off 4.27 percent from 59,542, and Chrysler, 16,000, down 10.14 percent from 17,805.

At the other companies, decreases in production are also prominent. American Motors Jeep will assemble 6,570 units, off 33.90 percent from 9,939; miscellaneous, 1,980, down 44.27 percent from 3,553; Mack, 1,640, down 39.90 percent from 2,729, and AM General, 310, a fall of 86.05 percent from 2,223.

International Harvester plans to build about 2,680 units this month but a comparison cannot be made because of a strike last year.

Volkswagen of America will assemble 2,340 trucks in November, but again a comparison cannot be made because production was not in full swing last year.

Planned output last week was 42,971, up 23.51 percent from the 34,792 completed in the previous week due to GMC overtime. It was off 14.51 percent from the 50,266 assembled in the year-ago week.

GM scheduled Saturday overtime at three plants last week: Fremont, Janesville and St. Louis.

IH closes its Springfield (O.) plant and will also cut some production at its Ford Wayne (Ind.) facility today (Nov. 3) to balance inventories. The slowdown is scheduled to last two weeks.

So far this year, through Nov. 1, the truck makers have completed 1,309,293 units, a drop of 51.36 percent from the 2,691,904 assembled in the comparable 1979 period.

Canada posts October hikes in car, truck output

Canadian car and truck output both increased in October when compared with a year ago, partially due to increases in the General Motors line speeds.

Estimated October car output was 89,440, up 13.99 percent from the 78,465 built in October, 1979. Estimated October truck production was 55,853, up 7.46 percent from 51,976.

GM increased its line speeds at the Scarborough van plant

U. S. CAR PRODUCTION

	Week Ended Nov. 1, 1980	Same Week 1979	Week Ended Oct. 25, 1980	Oct. Est.	Jan. 1, to Nov. 3, 1979	Jan. 1, to Nov. 1, 1980
AMERICAN MOTORS.....	3,480	4,125	3,480	16,040	152,533	145,808
Eagle.....						
Concord.....						
'78 AMX.....						
Pacer.....						
Spirit.....						
CHRYSLER CORP.....	22,225	20,330	22,129	89,865	797,223	537,546
Plymouth Total.....	10,500	8,180	10,163	42,078	322,074	247,398
Horizon.....	3,450	3,745	3,299	13,311	146,007	136,583
Volare.....		3,794			164,552	51,740
'80 Gran Fury.....	100	366	86	462	3,444	13,798
Caravelle.....	100	275	79	469	8,071	5,370
Reliant.....	6,850		6,692	27,836		39,907
Chrysler Total.....	2,445	3,578	2,478	11,001	164,155	69,006
Chrysler.....	1,175	953	1,164	5,033	72,663	16,739
LeBaron.....	1,270	2,625	1,314	5,968	91,492	52,267
Dodge Total.....	9,280	8,572	9,488	36,786	310,994	221,142
Omni.....	2,700	3,145	2,772	11,828	128,328	114,193
St. Regis.....	320	315	350	1,365	23,939	12,144
Diplomat.....	750	1,374	754	3,421	44,281	26,003
Aspen.....		3,738			114,446	36,899
Aries.....	5,500		5,611	20,177		31,903
FORD MOTOR.....	34,995	31,187	31,406	142,953	1,824,142	1,071,152
Ford Division.....	24,363	21,862	22,736	98,504	1,218,619	768,722
Pinto.....		3,431			159,911	68,179
Mustang II/Mustang.....	4,385	7,381	5,927	20,298	331,611	202,919
Fairmont.....	3,050		3,028	9,251	182,875	179,925
Granada.....	4,615	3,455	4,774	21,367	129,861	89,534
LTD II.....					22,746	
Thunderbird.....	3,288	6,155		9,715	239,561	100,388
Ford.....	2,100	1,440	2,436	10,668	152,054	78,125
Escort.....	6,925		6,571	27,205		49,652
L-M Division.....	10,632	9,325	8,670	44,449	605,523	302,430
Mercury Total.....	8,712	5,691	6,996	36,225	469,680	261,326
Bucacat.....		601			41,558	12,445
Capri.....	1,071	1,844	1,218	5,205	99,334	58,221
Zephyr.....	790		836	3,062	53,823	58,396
Monarch.....		1,033			55,854	16,409
Cougar/XR7.....	3,154	2,213	1,686	12,068	128,506	54,098
Mercury.....	1,293		1,309	6,005	90,605	44,997
Lynx.....	2,404		1,948	9,925		16,760
Lincoln Total.....	1,920	3,634	1,674	8,224	135,843	41,104
Lincoln.....	873	1,311	761	3,318	66,285	16,829
Versailles.....		312			10,959	1,861
Mark VI.....	1,047	2,011	913	4,906	58,599	22,414
GENERAL MOTORS.....	89,944	103,873	91,224	398,720	4,469,550	3,462,672
Buick Division.....	16,973	18,863	16,882	71,937	664,720	657,825
Skyhawk.....		1,086			22,044	
Skyhawk/79-80.....	3,893	3,451	4,308	17,811	94,613	184,228
Century.....	3,480	2,512	3,199	16,253	53,418	142,624
Regal.....	4,565	5,080	4,819	18,629	225,380	171,039
Buick.....	4,095	5,072	3,613	14,926	220,378	123,665
Riviera.....	940	1,662	943	4,318	48,887	36,269
Cadillac Division.....	4,590	7,393	4,130	20,571	298,317	166,027
Seville.....	611	1,504	602	3,068	39,644	28,368
Cadillac.....	2,724	4,657	2,263	11,753	200,675	92,997
Eldorado.....	1,255	1,232	1,265	5,750	57,998	44,662
Chevrolet Division.....	38,715	40,682	40,165	173,340	1,980,543	1,499,789
Chevette.....	9,000	4,021	9,108	41,713	361,728	395,200
Monza.....	2,780	2,980	2,889	12,882	137,804	140,573
Camaro.....	2,135	5,021	2,181	9,836	231,483	102,633
Nova/Citation.....	10,615	7,781	11,665	47,024	256,441	396,120
Malibu.....	6,475	7,678	6,483	28,243	346,458	227,627
Monte Carlo.....	4,460	4,292	4,463	18,227	203,248	99,947
Chevrolet.....	2,400	7,939	2,416	11,079	401,861	100,214
Corvette.....	850	969	960	4,336	41,520	37,475
Oldsmobile Division.....	16,772	21,662	16,895	74,258	887,153	642,462
Starfire.....		736			18,702	
Oldsmobile/79-80.....	2,137	1,643	2,056	9,368	44,273	96,582
Cutlass.....	8,370	9,426	8,512	37,006	459,885	321,157
Oldsmobile.....	5,410	8,457	5,459	23,988	318,417	193,403
Toronado.....	855	1,400	868	3,896	45,876	31,320
Pontiac Division.....	12,894	15,273	13,152	58,614	638,817	496,569
Academy.....	280	133	224	1,157	15,299	17,325
Sunbird.....	3,620	2,445	3,585	16,895	90,316	128,413
Phoenix/79-80.....	3,034	2,131	3,295	13,860	70,649	121,094
Firebird.....	1,945	3,843	2,012	6,017	172,638	68,503
LeMans.....	1,895	1,558	1,926	8,754	79,077	52,818
Grand Prix.....	1,880	2,376	1,858	9,439	81,718	61,529
Pontiac.....	240	2,787	252	2,492	129,120	46,887
VOLKSWAGEN.....	4,550	5,212	5,313	20,841	146,413	165,647
CHECKER.....	85*	117	86	401	4,198	2,685
Total Cars, U. S.....	155,279	164,844	153,638	668,820	7,394,059	5,385,510

CANADIAN CAR PRODUCTION

	Week Ended Nov. 1, 1980	Same Week 1979	Week Ended Oct. 25, 1980	Oct. Est.	Jan. 1, to Nov. 3, 1979	Jan. 1, to Nov. 1, 1980
CHRYSLER CORP.....	1,492	4,345	2,385	9,624	107,069	63,961
FORD MOTOR.....	6,328	4,520	6,436	24,880	245,817	217,284
GENERAL MOTORS.....	12,800	12,663	11,918	52,975	479,892	417,575
VOLVO.....	225	225	215	961	7,260	8,390
Total Cars, Canada.....	20,845	21,753	20,954	89,440	840,038	707,210
N. American Cars.....	176,124	186,597	174,592	758,260	8,234,097	6,092,720
N. American Trucks.....	56,376	60,661	47,739	233,603	3,249,912	1,760,703
North American Cars and Trucks.....	232,500	247,258	222,331	991,863	11,484,009	7,853,423

*—All Acadia and Caravelles are built for sale in Canada. **—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 1, 1980	Same Week 1979	Week Ended Oct. 25, 1980	Oct. Est.	Jan. 1, to Nov. 3, 1979	Jan. 1, to Nov. 1, 1980
CHEVROLET.....	13,560	13,864	11,219	51,859	856,126	378,836
DODGE/PLYMOUTH.....	3,800	4,827	48	8,760	282,753	109,636
FORD.....	16,732	18,793	13,489	74,883	922,481	481,375
GMC.....	5,289	5,615	4,753	19,488	297,670	137,287
INTERNATIONAL.....	140	2,023	1,769	6,970	116,439	55,064
MAK.....	425	919	420	1,940	31,740	19,780
JEOP.....	1,740*	2,975	1,740	8,100*	128,490	65,935*
AMC CORP.....	85*	450	85	454*	20,955	6,204*
VOLKSWAGEN.....	650		719	2,766		23,301
MISCELLANEOUS.....	550*	800	550	2,530	35,250	13,875*
Total Trucks, U. S.....	42,971	50,266	34,792	177,750	2,691,904	1,309,293

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 1, 1980	Same Week 1979	Week Ended Oct. 25, 1980	Oct. Est.	Jan. 1, to Nov. 3, 1979	Jan. 1, to Nov. 1, 1980
CHRYSLER CORP.....	1,600		1,741	7,570	48,384	44,327
FORD MOTOR.....	4,976	2,806	4,730	20,884	193,525	157,669
GENERAL MOTORS.....	6,534	5,934	6,135	25,963	248,538	205,743
AMERICAN MOTORS.....		1,060			46,626	11,644
INTERNATIONAL.....	295	480	302	1,314	17,684	14,249
MAK.....		115	39	122	3,251	17,778
Total Trucks, Canada.....	13,405	10,395	12,947	55,853	558,008	451,410
N. American Trucks.....	56,376	60,661	47,739	233,603	3,249,912	1,760,703

†—Now includes window van production. **—Estimated.

Jeep includes commercial vehicles only. AMC General includes government-destined vehicles.

beginning Oct. 6 and the Oshawa car assembly plant, beginning Oct. 10.

Planned car output last week was 20,845, down 0.52 percent from the 20,954 completed the previous week and down 4.17 percent from the 21,753 built in the year-ago week.

Scheduled truck production last week was 13,405, up 3.54 percent from the 12,947 assem-

bled the previous week; and up 28.96 percent from the 10,395 built in the year-ago week.

Automotive News

Detroit, November 10, 1980

© Entire contents copyright, 1980, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

56th year—\$35 per year, \$1.00 per copy

Chrysler taps Naughton for sales; Laux to vice chairman

Chrysler Corp. last week named John B. Naughton Sr. executive vice-president—sales and marketing, to succeed Gar Laux, and realigned a number of top-level corporate activities.

Chrysler directors also established a Marketing Institute, a Dealer Review Board, elected two new vice-presidents and reassigned a third to head two merged divisions.

Naughton, 58, is a veteran executive of both Chrysler and Ford Motor Co. He retired from Ford in 1977 and thus, while he might be considered part of the "Ford movement" of executives that have moved to Chrysler, the move is not a direct one.

Laux was elected to the new position of vice chairman of Chrysler.

Along with naming Laux vice chairman, Chrysler directors established the Office of Vice Chairman to direct activities under the reshuffled setup.

That reorganization, said Chrysler Chairman Lee Iacocca, will "focus increased top management attention on the vital areas of management development, corporate communications, product quality and productivity, forward strategic planning and dealer-corporate relations."

Reporting to Laux will be G. F. Butts, vice president—quality and productivity; W. W. Larsen, group vice president—public affairs; G. E. White, vice president, personnel and administration, and T. G. Denomme, director—corporate strategic planning.

In addition, Laux will chair the Chrysler Dealer Review Board, which is being formed to strengthen dealer-company relations.

Iacocca also announced establishment of a Chrysler Marketing Institute under direction of Laux. The Marketing Institute will provide training and development for Chrysler sales people and dealership personnel.

Commenting on the appointment

Continued on Page 2, Col. 5



John B. Naughton Sr.



Gar Laux

Grander Honda



It's a limousine

Jim Ellena, of Jim Ellena Honda, St. Charles, Mo., has created the Honda Limo. Ellena stretched the 28-MPG four-door Accord by some 42 inches and added expected amenities like mouton carpeting, glass and velour driver compartment dividers, electric sunroof, rear facing jump seats, electronic bar. Price is set at \$29,500 each for the 25 he will produce.



Looking ahead in wake of Republican landslide

Industry appears a winner, along with Reagan

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Detroit was going to be "saved" no matter who won the presidential election.

That is the case simply because it is necessary—not only because of the national defense capabilities the auto industry alone can provide but also because of the industry's size and importance to the economy.

But the short assessment is that the Detroit companies will be more "saved" and better served by the Reagan victory.

Making it even more positive is the fact that it was a landslide, bringing with it a much more conservative Congress inherently closer to the needs of business. As history has shown, even the most popular of presidents (Kennedy) or the most skillful (Johnson) or the inept (Carter) can be thwarted by an increasingly free-wheeling Congress.

Now, from industry's viewpoint, there is almost the best of worlds—a sympathetic ear in the White House and lots of them on the Hill.

"Almost," we say, because although the Senate is clearly controlled by the Republicans, the House remains in slim Democratic control—a guarantee of some conflict in Congress for the next two years.

What makes Detroit "more saved" by Reagan than by Carter lies in deregulation or "unfettering" the auto industry. Whoever succeeds NHTSA head Joan Claybrook or EPA head Douglas Costle is bound to be less dedicated to regulation—although both recently have made concessions and shown restraint as the Carter Administration started its turn from consumerism and environmental protection to "revitalization" and at least some modest deregulation.

OSHA will be curbed and even the independent Federal Trade Commission, headed by consumer activist Michael Pertschuk, may be in for a showdown with a Republican boss.

● But it is the new Congress itself that will do a major part of the deregulation.

The Clean Air Act is up for renewal next year and while it

U. S. dealer total declines by 1,643 in '80 model year

By John K. Teahen Jr.
Managing Editor

The 1980 model year will be long remembered—but not fondly—by the domestic auto dealers who survived it.

It was a period of low sales, high expenses and an alarming decline in the number of dealerships handling U. S. makes of passenger cars.

The latest AUTOMOTIVE NEWS census found 21,945 establishments in operation on Oct. 1, the beginning of the '81 model year. This was a drop of 1,643 from the 23,588 counted a year earlier when the '80 season began.

It was the largest loss in the 18 years AUTOMOTIVE NEWS has been compiling census figures on a model-year basis.

By comparison, the domestic industry lost 468 dealerships in the '79 model year and only 89 in '78.

Each of the Big Three had heavy losses for the '80 model year. Chrysler Corp. was down 674 outlets; Ford Motor Co. lost 544, and General Motors had a decline of 340. American Motors, by contrast, was off only 25.

That's a total of 1,583. A

change in the number of intercorporate deals raised the industry's aggregate loss of 1,643.

Intercorporate deals are dealerships that handle the products of two or more of the four U. S. manufacturers. Virtually all of them are outlets that carry AMC and a Big Three line, although the number of Chrysler Corp. links with Ford Motor deals is increasing.

All figures in this article and the accompanying tables reflect the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

From a census standpoint, the
Continued on Page 42, Col. 1

U. S. CAR OUTLETS

	Oct. 1, 1980	Oct. 1, 1979
American Motors	1,652	1,677
Chrysler Corp.	3,871	4,545
Ford Motor Co.	6,002	6,546
General Motors	11,135	11,475
Totals	22,660	24,243
Minus intercorporate Deals	715	655
NET OUTLETS	21,945	23,588

Copyright, 1980, Automotive News

Robert Stafford.

This does not bring utter joy to the auto companies, but the overall cast of the Senate may prevent any strong environmental thrust and is likely to guarantee moderation and some easing of restrictions.

The same is true on the House side where the House Commerce Committee will have a

Continued on Page 44, Col. 1

breaking news

Honda plans V-4 commuter car

TOKYO.—Honda Motor Co. is rumored to be developing a high-mileage commuter car that may be powered by a unique V-4 engine with a single cylinder head. The non-CVCC engine, which is said to feature a 15-degree V, may be mounted longitudinally in the planned front-drive minicompact. Believed to be a two-door hatchback design—somewhat like a scaled-down Civic in appearance—the new Honda commuter could debut as early as 1984, according to sources here.

Horizon replacement from Peugeot?

PARIS.—Insiders here say Peugeot is developing a new small car which will be built in American Chrysler plants, replacing the Horizon and Omni in 1983. It is believed to share the mechanical elements partly from the Peugeot 104 and partly from the 305. Both diesel and gasoline versions will be

See BREAKING NEWS, Page 47, Col. 1

Domestic-car outlet total falls to 21,945

1,643 dealers lost in model year

Continued from Page 1

'80 model year was a loser all the way.

It started with a dip of 209 outlets in the October-December period of last year, which is an unusually large drop for the beginning of a new-model season.

Things got steadily worse. Another 258 outlets faded away in the January-March quarter and then came the astounding decline of 672 stores in the April-June span.

The final quarter of the model year (July-September) showed some moderation with a loss of 504 establishments. It was a bright spot, but a very dim bright spot.

For hard-hit Chrysler Corp., the July-September period was definitely encouraging. The corporation lost 135 dealers, compared with 261 for April-July. Chrysler's dip was lighter than Ford's 181.

As noted, the domestic deal-

ership total has fallen to 21,945. This is the lowest total since the infant days of the auto industry when the manufacturers were beginning to build their dealer organizations.

FRANCHISE TOTALS

	Oct. 1, 1980	Oct. 1, 1979
AMERICAN MOTORS	1,652	1,677
CHRYSLER CORP.		
Chrysler	2,689	3,171
Dodge	2,352	2,697
Imperial	355	0
Plymouth	2,482	2,867
FORD MOTOR CO.		
Ford	5,099	5,504
Lincoln	1,479	1,623
Mercury	2,723	2,952
GENERAL MOTORS		
Buick	2,985	3,045
Cadillac	1,600	1,635
Chevrolet	5,710	5,910
Oldsmobile	3,255	3,320
Pontiac	3,135	3,225

Copyright, 1980, Automotive News

Keep eye out for dumping, Vanik tells Commerce Dept.

WASHINGTON.—Retiring House Trade Subcommittee Chairman Charles Vanik, Ohio Democrat, is telling the Commerce Department to keep an eye out for Japanese auto makers dumping cars here.

In a letter to Commerce Secretary Philip Klutznick, Vanik says he has no information at present to suggest there is any dumping going on but warns that "a situation is developing which may result in some dumping."

Vanik's reference is to the appreciating value of the Japanese yen. He says in his letter the Japanese have made tremendous windfall profits exporting cars to the U. S. because of the fluctuating exchange rate for the yen over the past year and that this has acted as an incentive for them to not build here. Now that the yen has appreciated they stand to lose profits or market share because of the exchange rate, he said.

Vanik urged the department to begin to collect data in order to begin monitoring the auto situation.

The Japanese "have enjoyed the profitable side of the exchange rate cycle," he said. "The department should make certain they do not attempt to maintain market share through dumping during the downside of the cycle."

The U. S. has conducted only one dumping investigation regarding automobiles. This occurred in 1975. It found the Japanese innocent but ruled Ford, Saab and Volvo guilty of dumping.

Vanik's caution to the Commerce Department came as the International Trade Commission is expected to announce today (Nov. 10) its decision on the case brought by Ford and the United Auto Workers regarding the alleged injury to the U. S. auto industry by Japanese imports.

Proposed import exemption draws fire from all sides

Continued from Page 2

does not meet the standards set by law — period," McElwaine said.

While the proposed regulation would appear to primarily affect imported auto dealers and those who import cars for resale, domestic makers also object to the regulation. One of their complaints is that it would considerably hurt their dealers, particularly those near the Canadian border.

General Motors, for one, believes the proposed rule might well result in many Americans buying Canadian versions of U. S. models which would be cheaper, run on leaded regular gas and in some instances provide better fuel economy.

Canadian emission regulations are less stringent than U. S. laws. This year's Canadian GM cars, for example, are not fitted with a computerized emission control system which adds \$400 to \$450 to the price of U. S. models.

The company also markets

certain high-mileage cars in Canada in response to a Canadian government request to auto makers to boost fuel economy.

• VWoA said it is concerned that southwestern U. S. residents for similar reasons might bring back its popular Beetle, which it sells in Mexico.

Those who import cars for resale, modifying them and running them through emissions tests, were obviously against the plan, saying it would put them out of business.

Albert Mardikian, Trend Imports, Los Angeles, which modifies Ferraris, Lamborghinis and the like, told the agency he hasn't converted a single Ferrari Boxer since EPA first proposed the change in its import regulations. He said he usually does three or four per month.

Mardikian said EPA should license conversion shops if it doesn't have the manpower to make sure that all noncomplying vehicles entering the country are properly converted.

Franchise totals plunged during the 1980 model year—losses of 200 or more for individual makes were not uncommon. The Chrysler car line suffered most with a dip of 482 franchises. Ford Division was down 405, and there were declines of 385 for Plymouth, 345 for Dodge, 229 for Mercury and 200 for Chevrolet. Lincoln lost 144.

The other GM makes also were down—90 for Pontiac, 65 for Oldsmobile, 60 for Buick and 35 for Cadillac.

There's an addition to the franchise family for the 1981 model year. Imperial, Chrysler Corp.'s new luxury car, is a separate franchise. As the current season opened, 355 Chrysler-Plymouth dealers were handling Imperial.

• By corporations, AMC fared best during the '80 model year. It had 1,652 dealers on Oct. 1, down 25 from 1,677 a year earlier. Dualing with Big Three lines helped keep the AMC total stable. It has 685 such duals, up from 642 a year ago.

AMC also is heavily dualled with its financial angel, Renault. The French car is handled by 1,015 AMC outlets. Some AMC stores, of course, have both Renault and a Big Three line.

Although it was the best of the domestics, AMC's performance was not as good as during the '79 model year when it showed a gain of 39 dealers.

Chrysler Corp. had 3,871 car dealers at the beginning of October, down 674 from the 4,545 in business at the start of '80 campaign. The loss compared with a dip of 247 in the '79 model year.

Franchise totals on Oct. 1 were: Chrysler, 2,689; Plymouth, 2,482; Dodge car, 2,352, and Imperial, 355.

In addition to its 3,871 car dealerships, Chrysler Corp. also has 11 that handle only Dodge trucks. They are not included in the corporation's car dealership total or the Dodge car franchise total.

Ford Motor Co. counted 6,002 car dealerships on Oct. 1, a drop of 544 from 6,546 a year earlier. Ford showed a decline of 95 outlets for the '79 model year.

The Oct. 1 franchise totals were: Ford, 5,099; Mercury, 2,723, and Lincoln, 1,479.

There are 90 dealerships that handle only Ford heavy-duty trucks. They are not included in the car dealer total for the company or the car franchise total for Ford Division.

• At GM, the latest car dealer figure is 11,135, compared with 11,475 at the opening of the '80 model year. The total is down 340. For the '79 model year, GM had a loss of 100 outlets.

Franchise totals on Oct. 1 were: Chevrolet, 5,710; Oldsmobile, 3,255; Pontiac, 3,135; Buick, 2,985, and Cadillac, 1,600. Chevrolet has the most franchises of any domestic make of car.

Looking only at the 1980 calendar year, the domestic car dealership total is down 1,434 for the nine-month period. Today's 21,945 compares with 23,379 on Jan. 1.

Since the first of the year, there have been declines of 548 for Chrysler Corp., 512 for Ford Motor, 290 for GM and 49 for AMC. A change in the number of intercorporate duals hiked the industry's loss of 1,434. The drop was 463 for the first nine months of 1979.



Production booster

The Mazda Familia, a new four-door notchback GLC available in Japan, helped Toyo Kogyo set production records this year. The company's domestic sales have been up in an otherwise poor car sales year in Japan.

Sports Illustrated, AIADA honor 31 import dealers

WASHINGTON.—Thirty-one imported-car dealers were honored here with the inaugural AIADA-Sports Illustrated magazine Dealers of Distinction Awards.

The awards, to be given annually, were presented by James B. Hayes, advertising sales manager of Sports Illustrated, and Edward C. Connelly, chairman of the American International Automobile Dealers Assn.

Judging for the awards was based on an individual dealer's excellence in business, on his

service to the industry and on his contribution to community and country.

Final selections were made by a panel that included past and present officers of AIADA, manufacturers' representatives, consumer groups and others.

In remarks to more than 150 guests and to the winners at the awards dinner, Connelly said, "We are extremely proud of these, our first winners, for their service to our industry and for service to their individual communities and to the country. We look forward to the annual awards and to the increased recognition of our industry as one that serves the American consumer and represents a vital element in our free enterprise economy."

"The awards are a tribute to the small businessman in the U. S. as well as to our industry which is made up of 4,500 dealers and employs 140,000 Americans."

• Franchises represented by the winning dealers included: Datsun, 11; Volkswagen, 9; BMW, 8; Toyota, 8; Mercedes-Benz, 6; Porsche-Audi, 5; Volvo, 4; Fiat, 3; Honda, 3; Peugeot, 3; Ferrari, 2; Jaguar - Rover - Triumph, 2; Mazda, 2; Rolls-Royce, 2; Alfa Romeo, 1; Lancia, 1, and Maserati, 1.

Dealers winning awards were: Elvira Arman-Reed, Compton, Calif.; Arnold Baslow, Ft. Pierce, Fla.; James Bess, Canoga Park, Calif.; David P. Caldwell, Nashville; John E. Cronin, Covington, Ky.; Dam DiFeo Sr., Jersey City, N. J.; William C. Doenges, Bartlesville, Okla., and Harvey W. Ewing Jr., Reno.

J. Howard Glaners, La Crescenta, Calif.; James Giordano, New York City; Dallas Hall, Glendale, Ariz.; Robert W. Himsi, San Jose, Calif.; Fred O. LaFevers Jr., Goldsboro, N. C.; Robert G. McKamey, Chattanooga; Joseph P. Moore Jr., Philadelphia, and Frank L. Morisani, Tampa, Fla.

Thomas Nemet, Jamaica, N. Y.; Dale Olson, Santa Barbara-Goleta, Calif.; Rudy F. Pelle, Asheville, N. C.; David Prosky, New York City; Lawrence G. Rader Jr., Augusta, Ga.; Robert J. Sharp, Wilton, Conn.; Phil Smart Sr., Seattle; Robert A. Smith, Hollywood, Calif., and Edward B. Snyder, Virginia Beach, Va.

Dan Unfug (posthumously), Denver; Jack K. Williams, Fort Worth; James W. Williams, Salt Lake City; Richard S. Wolfe, South Portland, Me.; Charles F. Yanco, Manchester, N. H., and David M. Zinn, Miami.

Auto reaction is favorable to Reagan election

Continued from Page 3

conomic conditions in the short and long term.

"When he says he wants to put America back to work, he means the auto industry," Eisenberg said. "Reagan is just what the doctor ordered."

Maryann Keller, Paine Webber Mitchell Hutchins vice president was more restrained in her appraisal. "Right now everyone is on a euphoria cloud," Keller said. "Anybody who thinks the auto industry is going to be a special beneficiary of this man in the next three months is out of his mind."

Keller agreed that the Reagan Administration will be generally good for business but said any specific benefits for the auto industry will likely involve longer-term developments and not regulations already on the books.

She said that to benefit the industry as a whole, any tax credit would have to be fully refundable in order to avoid giving GM a disproportionate advantage. "He must be careful not to further distort the competitive situation," she said.

Keller said there will likely be an easing of some small-car-occupant safety standards and that there will be an easing of the regulation pace. She said future regulations will probably be analyzed on a cost effectiveness basis.

"A lot will depend on the people who are appointed to key positions, but in general, I think the Reagan Administration will ask industry to do things in a way that will not destroy the capital base," Keller said. "I think you'll see government asking for things that are possible, realistic and affordable."

Individual import exemption encounters wide opposition

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — EPA has run into a brick wall of opposition from auto makers, dealers and importers on a proposal that would ban the importation of uncertified vehicles but give individuals a one-time-only exemption.

Far from eliminating the hardship on the few who bring cars to the U. S., unaware that they must meet U. S. emission standards, the regulation would "create a privilege" for people rich enough to import a car, Gary Rodrigues, general manager for Ferrari North America, said in arguing to leave the regulation unchanged.

Every year about 1,400 persons attempt to bring in cars that do not meet U. S. emission requirements. Many are unaware that the U. S. Customs Service must hold these vehicles under bond until they are either brought into conformity,

or lacking that, shipped out of the country or destroyed.

The first option can be very expensive, running as high as \$20,000 for certain models. The other options are also expensive, not to mention disheartening, to buyers.

EPA's proposal is aimed at addressing problems of these individuals at minimum cost. It says the current regulation requires too much time and talent to police.

The manufacturers, dealers and importers of cars for resale told EPA at a hearing here the proposed solution would create a worse situation.

• "This proposal displays to the members of our association, men and women engaged daily in the world of commerce, a naive underestimation of entrepreneurial ingenuity and a lack of understanding of the ardor of performance-car enthusiasts for road machines unencumbered by

mandated emission controls," said Robert McElwaine, president of the American International Automobile Dealers Assn.

"This proposed rule, while designed solely for the purpose of administrative convenience, would exert a mischievous influence on the imported automobile industry, would have a deleterious effect on air quality, would deprive the consumer of needed protections and guarantees and would be manifestly unfair in its application," McElwaine said.

It would result in an immediate influx of at least 40,000 non-complying vehicles and the strong likelihood that the number could grow to at least 100,000 within the year, he said.

"I need not tell you what that could mean to some imported auto dealers," he said.

Ferrari's Rodrigues said his dealer body would cease to exist. He said few persons would pay U. S. Ferrari dealers \$55,000 for a certified car when they could fly first class to Europe, buy a noncompliance Ferrari there and still save \$15,000 to \$20,000.

Who is going to service these cars, asked McElwaine. Import dealers will not; their memory is too fresh on Justice Department indictments of dealers for tampering with emission control systems, he said. Furthermore, it is highly unlikely any of these cars would be covered by manufacturers' warranties.

McElwaine said the result of the proposed rule would be a fleet of vehicles polluting the atmosphere considerably more than warranted, vehicles that cannot or will not be serviced by franchised dealers—and with owners unhappy because there are no warranties.

• Volkswagen of America Government Affairs Director Philip Hutchison said manufacturers would meanwhile be faced with unwarranted legal expenses because people would be driving vehicles never intended to be sold here.

"Where is equal protection under the law if a dealer is faced with criminal charges if he so much as changes the spark setting on an automobile, while individuals may, with impunity, import cars with no emission controls at all?" McElwaine asked.

"We recommend that the agency simply forbid the importation of any vehicle that

Continued on Page 42, Col. 1



Newly shaped Honda Civic

Honda Civic EX four-door notchback sedan is the same size as the recently introduced Ballade, but its front end is that of the Civic hatchback. Body panels differ slightly from those of the Ballade. The Civic notchback will be sold in markets not served by Ballade.

GM forms division for parts distribution

By Francis J. Gawronski
Service Editor

General Motors has reorganized its service parts operations into four separate sales activities and has consolidated its warehousing and distribution operations into a new division.

According to Reuben R. Jensen, GM executive vice president, the reorganization will provide better service to GM dealers and its independent wholesale parts distributors worldwide.

The four sales activities include GM Parts which will have sales and marketing responsibility for service and replacement parts for franchised dealers in the U. S.—the responsibility formerly assigned to GM Parts Division (GMPD), and AC-Delco which will sell and merchandise replacement parts to independent aftermarket wholesale distributors in the U. S.

Also, Overseas Service Parts with responsibility for sales of North American-sourced service parts throughout the world, with the exception of Canada and Mexico; and Canadian Parts which will continue to sell service and replacement parts in Canada under GM of Canada.

Jensen said all of the sales activities will be supplied with service and replacement parts by the new General Motors Warehousing and Distribution Division (GMWDD).

GMWDD was formed by incorporating the existing U. S. warehousing and distribution operations of AC-Delco Division, GM Parts Division, AC Spark Plug Division and Delco-Remy Division and the warehouse and distribution facilities of GM of Canada.

• Lewis G. Kalush, currently general manager of GM Parts Division, will retire Jan. 1, 1981, and J. Wayne Cagle, currently GMPD general director parts operations, has been named GMWDD general manager, headquartered in Flint, effective the same date. GMPD will be phased out at the same time.

William C. Lee will continue as general director of AC-Delco, while Van R. Peters, currently GMPD general sales manager, has been appointed general director of GM Parts. The general director of the Overseas Service Parts activity will be named later.

AC-Delco, GM Parts and Overseas Parts selling activities and the GMWDD will report to

Archie M. Long, executive-in-charge of GM Service Parts Operations. The Canadian sales activity will continue to report to GM of Canada.

Naughton to head Chrysler sales in new shakeup

Continued from Page 1

ment of Naughton, Iacocca said, "I brought him over to Ford several years ago because he is one of the best automotive sales executives in the business. I am bringing him back to Chrysler for precisely the same reasons and am delighted to have him as part of the team."

The new vice presidents are: L. Donald Gschwind, vice president — product planning, and Robert S. (Steve) Miller, vice president and treasurer. Stephan Sharf, vice president, heads the new Power Train Division.

Gschwind reports to Harold K. Sperlich, executive vice president—engineering and product development. Miller reports to Gerald Greenwald, executive vice president—finance.

Sharf's division is newly formed out of the old Engine and Casting Division and the General Manufacturing Division. Sharf formerly was vice president—Engine and Casting Division. John Bruce, former vice president—General Manufacturing Division, has left Chrysler and has been named president of the Automotive Products Division, United Technologies Automotive Group.

Naughton began his 30-year automotive career in 1948 as a zone manager with Ford Motor. He moved through a variety of corporate positions, ran his own wholesale business and managed new-car dealerships.

He joined Chrysler the first time in 1955 and became general sales manager of Dodge in 1959. From 1962 to 1965 he was assistant general manager of Chrysler-Plymouth Division and a vice president of Chrysler Motors Corp.

In 1965, he rejoined Ford as marketing and planning vice president of Ford Motor Co. of Canada, Ltd. He was named assistant general manager of Ford Division in 1967, then general manager of the division and vice president of Ford Motor, and finally group vice president of sales for all of Ford's North American operations in 1973.

He retired from Ford in 1977.

Service Index advance is best in nearly a year

By Francis J. Gawronski
Service Editor

With all indicators except repair orders written showing good gains, new-car dealers' service and parts business rebounded in September to register the highest gain in almost a year.

As measured by the AUTOMOTIVE NEWS Service Index, September shop business amounted to 108.1 percent of the volume for the same month a year ago.

September's increase was the highest since October, 1979, when the Service Index hit 109.5 percent of the volume for the like month the year before. September marked the fourth time this year that service and parts business has recorded an increase over the year-ago volume.

For the 18th consecutive month, repair orders written failed to show a gain. This indicator was down 3.9 percent in September.

The leading indicator in September was gross profit on all labor, parts and accessory sales—the most important item from the dealer's viewpoint. This indicator was up 15.4 percent over the year-ago figure for the biggest gain since April, 1979 when it was up 21.1 percent.

Sales of all parts and accessories advanced 13.6 percent in September, while shop parts sales (those used in both customer-paid and warranty work) were up 8.9 percent over the year-ago volume.

Total labor sales—customer-paid and warranty—showed a gain of 2.9 percent in September.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

For the January - September period, shop business amounted to 97.5 percent of the business done in the same period a year ago, a slight improvement over the 96.2 percent showing for January-August.

The leading indicator for the nine months was gross profit, with an increase of 2.0 percent, while labor sales remained unchanged.

Repair orders written showed the biggest decline for the period, down 10.4 percent, followed by sales of all parts and accessories, down 0.7 percent, and shop parts sales, down 0.5 percent.

SERVICE INDEX 108.1*

	Sept., '80	9 mos., '80	Sept., '79	9 mos., '79
Gross Profit on All Labor and P&A Sales	+15.4%	+2.0%		
Repair Orders Written	-3.9%	-10.4%		
Total Labor Sales (Customer & Warranty)	+2.9%	0.0%		
Shop Parts Sales (Customer & Warranty)	+8.9%	-0.5%		
Sales of All P&A	+13.6%	-0.7%		

*—Survey by Automotive News shows that dealers' service and parts business in Sept., 1980, was 108.1 percent of business in Sept., 1979. Service business in the two months of 1980 was 97.5 percent of business in the corresponding period in 1979.



Sprint Pack inside and out

The Sprint Pack version of the Escort GL from Ford Australia includes Escort-monogrammed cloth seats, road wheel trim rings, spoiler, electric clock and side striping. Ford plans to offer the Sprint Pack at no additional cost to the recommended retail price on 750 Escort GLs on which it has been included.